

Company Profile

<i>Company name, address</i>	Stewart Hindmarsh Advertising Ltd
<i>Contact Person (name, e-mail, tel.)</i>	Stewart Hindmarsh
<i>City/Country</i>	Cedars Lodge, The Cedars, Ashbrooke, Sunderland, SR2 7TW
<i>Activity</i>	advertising agency
<i>Description of core business</i>	Full service advertising and marketing company that is number 1 in Sunderland and in the top ten in the North East. Clients come from both private and public sector and the service is from concept through to completion. Very strong on creative design and 100% solid on delivery with a core team of ten who have been with the company a combined 120 years.
<i>Year of foundation</i>	1983
<i>No employees 2006</i>	11
<i>Annual turnover 2006 (in EUR)</i>	3 million euros
<i>Website</i>	www.sh-advertising.co.uk

Good practice description

<i>Issue(s)</i>	<i>See the table below</i>
<i>Description</i>	<p>The agency and its staff have always made a contribution to the community often through its work with local government organisations but over the past five years this contribution has been much more widespread with many staff members becoming more socially aware. To illustrate this we have focused only on current activities:</p> <ul style="list-style-type: none"> - The MD is chair of the local park's friends group and is a custodian of this fine Victorian Park helping raise significant funding to improve facilities in the areas of children's play and ecology. - Our media exec attends several secondary schools to give pupils a taste of what the real world of media is all about. - The MD is currently heading up a bid for the North East to be awarded a National Skills Academy in childcare putting hundreds of hours and thousands of pounds behind this ambitious bid. - The agency is also a member of the Percent Club giving 1% of its net profit each year to charity. Our target this year is to give <i>15,000 euros to charity</i>.

	<p>- We support the Grace House Children's Hospice appeal designing logos, providing print work and our expertise FOC (Free of Charge).</p> <p>- The MD is also on the board of Education Business Connections (EBC) a not for profit training company for teenagers particularly from deprived wards backgrounds.</p>
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<i>Why did we take action and business benefit</i>	We do not live in a bubble and once you have a degree of success you must decide whether to drive ahead for profit or to balance this with other equally important issues. Profit is vital because without this quality cannot be sustained but profit without a good work life balance leads to rich unhappy people. We also use our social integration to develop our people and round off their knowledge and sense of well being.
<i>Benefit for society/stakeholders</i>	<i>in bullets (max 300 characters NS)</i>
<i>Awards, standards</i>	Connected to CSR Investors in People, and our other companies have won/been awarded VIBE, Journal Business Award, Investors in Children, NDNA quality counts award and the Portfolio award for best small business in Sunderland
<i>Communication with public</i>	<i>Whom and how we communicated our CSR activities (max 1.500 characters NS)</i>
<i>Plans for the future</i>	To keep our links with the local area strong and to develop more training aspects to our voluntary business support.

Auxiliary table: ISSUES, COVERED BY CASES OF GOOD PRACTICE

<i>Marketplace issues</i>	Responsible supply chain management In addition to liP we ran our own Quality Systems and these are based upon ISO 9001. They include supply chain referencing.
<i>Workplace issues</i>	We have no issues in any of these areas and with a core workforce sharing over 120 years at the company I think you can see that they work.
<i>Community issues</i>	As above <i>Social integration Healthcare</i> All directors and their wives have private medical care <i>Cases on children</i> . We offer 50% off childcare to staff.
<i>Environmental issues</i>	<p><i>Cleaner production</i> <i>Environmentally sound product or service</i> <i>Environmental technology</i> <i>Environmental investments</i></p> <p>As a company we have none. We do recycle toners etc and produce very little waste. All our equipment is the latest available and meets all standards.</p>