

Creston and its operating companies are committed to developing a culture of environmental and social responsibility

Honesty, respect and responsibility are tenets which guide the collective behaviours of our businesses. We believe we can provide good returns to our shareholders while fulfilling our obligations to our employees, their communities and the environment.

In practice, this means embedding environmentally and socially responsible practice from the ground up, encouraging all stakeholders to take small, achievable steps.

The work we do in the community

Our operating companies actively encourage their people to participate in community projects and charity work. In addition, executives in both Creston and its subsidiaries give their time to support charitable organisations as Board members and advisors. Below are some examples.

- Creston COO & CFO Barrie Brien is a trustee of SkyWay, a grass roots charity which enables disadvantaged young people in Hackney and other London boroughs to achieve personal goals, realise their potential and contribute positively to their community.
- Nelson Bostock Chairman Martin Bostock is a trustee of the Citizenship Foundation, an independent education and participation charity that exists to encourage and enable individuals to play an effective role in democratic society.
- Delaney Lund Knox Warren has been involved in London Better Together for the past two years and continues to support this campaign which aims to help businesses make London a better place to do business.
- Tullo Marshall Warren undertakes pro bono work for c.a.l.m. (Campaign Against Living Miserably) whose mission is to reduce suicide in young men. Estimated value of this work is in excess of £50k per annum. However, because it helps c.a.l.m. acquire new partners, raise funds and support their campaign objectives, the benefit is many times that figure.
- The Real Adventure's pro bono marketing campaigns for the Bath Royal United Hospital has helped to raise the remainder of the £6 million required to extend its new neo-natal unit.

In addition to pro bono work, Creston companies support local communities through direct fundraising and donation. Over the past year, the energy and effort of our people has raised thousands of pounds for a host of charities, including Marie Curie Cancer Care, CAFOD, Children in Need, Sight Savers International and the NSPCC.

The steps we take to reduce our impact on the environment

We work in partnership with our people, clients and suppliers to reduce the environmental impacts of our business. Across the Group we undertake many initiatives to reduce our carbon footprint, including the following:

- Providing recycling bins, managing and disposing of all waste in a responsible manner;
- Recycling all printer cartridges and encouraging our employees to print only when necessary;
- Using energy-efficient lighting and electrical goods and replacing fridges with CFC-free models;
- Placing 'Please turn me off' signage on lights, printers and computers; switching heating and air conditioning off at night; and
- Promoting a 'Cycle to Work' scheme.

In addition, The Real Adventure was joint-first in the UK to qualify for a new service by Royal Mail that offers discounted mailing costs for companies complying with environmentally-friendly produced and processed mail.

The Mick Costella Memorial Fund

On 19 December, Mick Costella, TMW's Director of Strategy passed away, aged 38. Mick's passion and joy for everything he did in his life was infectious. Therefore, in his memory, we have set up a fund to provide grants to Group employees of up to £1,500 towards their self development.

Not resting on our laurels

Our commitment to our people, our community and our environment is very important to us all, and our challenge for 2009 is to continue to build on the good work that we've started and begin working towards achieving the most appropriate environmental accreditations for our Group companies.

Corporate Social Responsibility

Our focus on HR

We are passionate about maintaining our culture of 'a house of brands, rather than a branded house'

The Creston Group employs over 900 people and it is their collective passion and creative talent that has brought us the success we have today. To continue to build on this success, our HR strategy needs to support our corporate vision to be the insight and communications group for the 21st century. The strategy is developed to 'attract, develop and retain' talented and dynamic individuals.

We are proud of our culture that is more intimate, informal and inclusive than many other marketing groups. We work hard to ensure that the Creston Group is an employer of choice and destination for people. A vital element of attracting talent is to continue to build, communicate and protect the exceptional brand values that have shaped each of our successful companies. We are passionate about maintaining our culture of 'a house of brands, rather than a branded house'.

In our experience, people are more inspired when working in an engaging, challenging environment that leverages and develops the collective talent of the whole Group. Creating this environment is, in our view, a necessity. We are in a dynamic fast-changing media environment and our clients demand a flexible and adaptable approach to deliver groundbreaking solutions. This Group culture of sharing and innovation will deliver growth for our clients and therefore for us.

A key objective for this year is to focus on development and training across the Group and develop leaders for our future. To provide best-in-class executive development for senior management, we will be partnering with business schools such as The London Business School and Henley Business School. We will also be launching the Creston Leadership MBA in partnership with Henley Business School. These programmes will blend the development of practical skills and expertise with theory and academic study. They will focus on developing the management and leadership skills of our senior managers with a specific emphasis on building capability in the fields of business strategy, responsive people management, strategic marketing and financial and accounting know-how. This will enable our people to understand every aspect of business with confidence.

Creston is committed to ensuring the right talent is in place with the skills needed to support the overall strategic needs of their business and to meet their personal ambitions. A performance development system will be deployed across the Group, which will ensure each individual understands the part they play in achieving the strategic plans of the business. This will identify the development and training needs to ensure future continued professional development and internal career advancement.

The foundation for retaining our talent is creating the right culture and providing best-in-class continuous development programmes. The next step of retention in the HR strategy is recognition for both the individual and the place where the individual works. Examples are: Red Door Communications who first sought and gained Investor in People National Standard accreditation in 2002 and has been further accredited twice, each time at a higher level by enhancing their offering, resulting in critical acclaim from the assessor; in 2008, Nelson Bostock entered the Sunday Times Best Small Companies to Work for list at 33 and is now ranked 20; DLKW joined The Institute in Practitioners in Advertising Continuous Professional Development scheme in 2007 and have since been awarded the accreditation in both 2007 and 2008. These recognitions are in addition to countless creative and effectiveness awards across the whole Group for many of our clients, including Guinness, Halifax, Morrisons, Quaker Oats, Sainsbury's and Vodafone.

Our talent is the reason why our clients come to Creston. Development of our people and the way we manage and lead our talent is critical for the future success of our clients and of Creston.

Our HR strategy

