

Brook Lyndhurst

Sustainability reporting

Achievement report 2008/2009

Brook Lyndhurst is an independent research and strategy consultancy. We work on projects that are concerned with understanding, promoting and delivering sustainable development. Currently, we focus on four key areas: climate change, waste and resources, food, and sustainable lifestyles.

Since coming into being in 1999 we have prided ourselves on 'walking the talk' in the conduct of our business. We contribute to sustainability directly through our consultancy work. In this process we consume resources, create waste, have a social responsibility and produce an economic impact. Through the years we have built on our original sustainability policy and have formalised our in-house sustainability monitoring. As Brook Lyndhurst grows we further recognise the importance of monitoring our impacts and communicating the progress we make in improving our performance to our clients, partners and stakeholders.

This achievement report sets out our performance against indicators from the three pillars of sustainability (environmental, economic and social) in the last financial year as well as our improvement objectives for the coming year. It measures our accomplishments and impacts on sustainability issues for the financial reporting period to December 2009. This was an 18 month period, reflecting a change in our financial year from a June end-year to calendar years; 12 month figures for July 2008 to June 2009 are also given to enable comparison with the previous financial year ending June 2008. Our monitoring and reporting methodology is in line with the Global Reporting Initiative (GRI) guidelines.¹

We have continued to make improvements to our measuring and monitoring systems. In particular we can now see more clearly where our CO₂ emissions are coming from. We aim to standardise our monitoring methodology in 2010 and plan to develop further activities to reduce our carbon emissions.

Our key achievements this year were reducing our CO₂ emissions per capita as well as our CO₂ emissions per pound of turnover; purchasing 62% of our stationery with recycled content; and improving our internal knowledge transfer by setting up formal seminar sessions for staff.

Looking to next year, our improvement objectives for 2010 are:

- To ensure we maintain a high percentage of recycled content in our stationery purchases by monitoring this on a quarterly basis.
- To continue working to reduce CO₂ per £ of turnover.
- To improve our food waste monitoring and encourage less wasteful behaviour.

¹ Global Reporting Initiative (2002-2006) Sustainability Reporting Guidelines version 3.
http://www.globalreporting.org/NR/rdonlyres/ED9E9B36-AB54-4DE1-BFF25F735235CA44/0/G3_GuidelinesENU.pdf

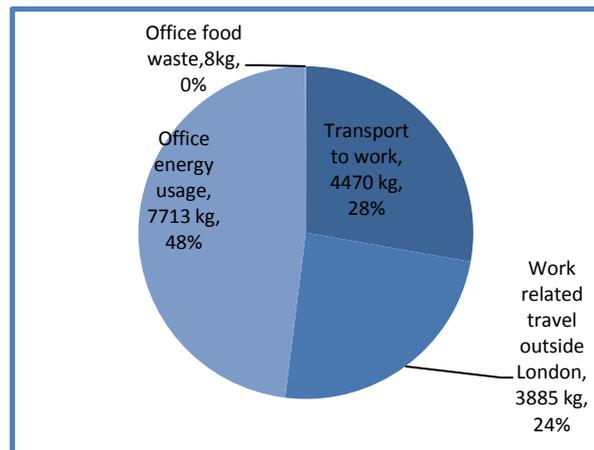
- Where possible to calculate emissions based on GHG equivalent rather than CO₂ only, acknowledging that this would increase overall emissions.
- To include taxi travel in our calculations, again acknowledging that this would increase our GHG emissions.
- To encourage employees to continue cycling into work by providing better facilities.
- To improve our monitoring of recycled waste by relying on actual measures rather than standardised estimates.
- To maintain and improve our internal knowledge transfer and training.
- To conduct and analyse the results of a client survey.
- To continue supporting staff welfare and professional development.

The next three sections of this report highlight our achievements and impacts across the three pillars of sustainability: environmental, economic and social.

Our environmental impacts

We recognise that, through the conduct of our business, we have an unavoidable impact on the environment. However, by monitoring employee transport, office energy usage and, from June 2008, office food waste and having in place strategies that render our work less CO₂ intensive, we mitigate this impact.

In this year, overall, our CO₂ emissions per employee decreased as did our CO₂ emissions per pound of turnover. Specifically, we managed to lower our CO₂ emissions from employees' commute to work and from work travel outside London. However, due to an expanding team and thus a need for more office floor space and equipment, our total CO₂ emissions from energy usage increased.



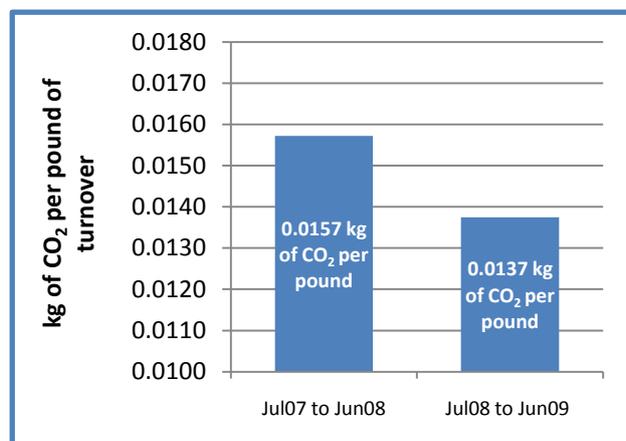
Overall picture

For the 18 month reporting period CO₂ emissions totalled 16,075 kilograms. This equates to 1,237 kg of CO₂ per person.²

- When comparing calendar years this amounts to a 19% reduction on last year's per capita figure.

We emitted 0.0113 kg of CO₂ for every pound earned in the 18 month reporting period.

- A 13% decrease compared to last year. The graphs show the 12 month figures for July 2008 to June 2009 to enable comparison with the previous financial year ending June 2008.



² All conversion factors used are taken from Defra (June 2007) Guidelines to Defra's Greenhouse Gas (GHG) Conversion Factors For Company Reporting and Department for Transport and AEA (2007) Energy & Environment; and Transport for London (2006) Environment Report.

Transport: Impacts and achievements

We monitor transport emissions from employees' commute to work and work travel outside London excluding taxi journeys.

- In the 18 month period 95% of our employees used public transport, cycled or walked to work.
- For the 18 month period our collective CO₂ emissions for both the commute to work and any work travel outside of London was 8.36 tonnes of CO₂.
- If comparing the two 12 month years, both transport to work and work related travel outside London has decreased. The significant decrease (49%) in transport to work is due to the fact that more employees now live more locally and more choose to cycle or walk to work.
- We offer flexible working arrangements and encourage working from home when appropriate, cutting out the need for transport to work completely.



Energy: Impacts and achievement

We monitor our electricity and heat consumption; however, as we rent serviced offices we cannot make certain low energy consumption choices, e.g. the use of energy efficient light bulbs. However, we minimise our energy use by encouraging behavioural measures (e.g. switching off lights, monitors and other equipment).

- Our total office energy usage for the 18 months was 14,204 kWh; equating to 7.71 tonnes of CO₂ emissions. Comparing last year to year ending June 2009 our energy usage has increased by 17%. This rise is due to having more employees and expanding our offices to cater for their needs.

Material usage, recycling and food

We pay close attention to the types of products we source and the disposal of any office waste produced, including our food waste.

- We aim to source the bulk of our stationery from local suppliers where possible.
- In the 18 month reporting period 62% of our stationery purchases had recycled content.
- We recycle paper, cardboard, cans, tins and plastic bottles, glass and Tetra Paks. We also recycle batteries at a local retailer but tend to use rechargeable batteries wherever possible.
- Inspired by the project work we have done on food waste, in June 2008 Brook Lyndhurst began monitoring office food waste. In this 18 month period we discarded 21 kg of avoidable food waste according to diary record sheets.³ This amounts to 8 kg of CO₂ equivalent.⁴



³ The record sheets relied on staff accurately recording food waste discarded.

⁴ Defra (updated 2010) Guidelines to Defra / DECC's Greenhouse Gas Conversion Factors for Company Reporting, Annex 9 <http://www.defra.gov.uk/environment/business/reporting/conversion-factors.htm>

Our economic impacts

Brook Lyndhurst is a private, limited commercial enterprise established and run to explore and understand the nature of a sustainable economy and the behaviour of the actors within it, mainly through a mix of funded project work and some un-funded research.

Internally, the Director’s fulfil their legal obligations for financial probity; by conducting the company’s financial affairs in a fair, open and honest way; by paying all invoices promptly; and by being as open as possible about how the company’s income is distributed. Total gross turnover in 2008/2009 (18 months) was £1,421,333.



We contribute to the wider economy by creating employment, paying taxes, entering into partnerships, fostering networks, contributing to debate and through our choice of work.

The table below outlines our economic impacts based on indicators discussed in this report for the 18 month period. For internal purposes and probity we also monitor key financial indicators such as solvency, productivity and profitability.

Economic impacts		
Indicator	Amount per head ⁵	Amount
Total gross turnover	£109,333	£1,421,333
Training expenditure (external suppliers) ⁶	£100	£1,297
Conference and seminar expenditure	£322	£4,188
Charitable donations	£97	£1,260

Our social impacts

In terms of the social pillar of sustainability we monitor factors around employee profile, benefits, health and safety, management and communication, intellectual capital, clients and networks. The reasons we hold these records go beyond legal compliance as they enable Brook Lyndhurst to further support staff welfare and professional development.

Employee profile, communication and benefits

We have always made sure that no job applicant or employee receives less favourable treatment on the grounds of age, colour, disability, ethnic origin, gender, marital status, national origin, race, religion, sexual orientation and social class. This is supported by our Equality, Diversity and Disability policy.

- During the 18 month period, Brook Lyndhurst had an average of 13 members of staff at any one time. We employed 21 different people overall.

⁵ Based on the average of 13 employees for the 18 month period.

⁶ Much of our training takes place in-house and is covered by knowledge and professional development under the social impacts section of this report.

- Our employee turnover for the 12 month period was 14%. This compares well with the 20% labour turnover rates for our sector stated in the Chartered Institute of Personnel and Development's (CIPD) annual survey report.⁷
- Our stability index (the proportion of experienced employees which left divided by those that stayed) was 17%. (Stability is indicated by a low percentage.)
- The Directors are employees of the company and management is conducted openly, with a strong emphasis on clear, concise, regular communication.

Intellectual capital and networks

We believe that skills, training and professional capability are linked, and are the shared responsibility of the company and the employees.

- We encourage employees to broaden their knowledge and contacts by attending and participating in conferences, seminars, networking events, and public debates. Brook Lyndhurst employees spent 54 days in the 18 month period on 'official' training. The time spent on training illustrated in the graph is non-project-related training (e.g. specific topics or skills).
- In addition, much of Brook Lyndhurst's professional training is done 'on the job' with continuous feedback and support provided by project managers and directors.
- We have also improved our internal knowledge sharing and training through formal sessions which meant employees spending 90 days on knowledge management in this period. This includes attending seminars, preparing internal research and presentations, and following and collating news updates.
- Brook Lyndhurst staff were members of nine organisations in 2008/2009.
- We have a policy covering our charitable/community engagement, with a view to contributing a fixed percentage of time/profit to "good causes", reviewed annually. In December 2009, all Brook Lyndhurst employees spent a day volunteering locally with materials paid for through our profit contribution.



Health & safety

- We have a strong commitment to our employees' health and safety and abide by a written Health and Safety Policy. We review our risk assessments annually in accordance with guidelines from the Health and Safety Executive.
- All staff members receive a health and safety induction upon joining Brook Lyndhurst. In addition, employees are consulted on health and safety in our weekly team meetings by being asked to identify any health and safety issues employees have noticed so as to address them promptly. Risk is also assessed separately in any new project.

⁷ Chartered Institute of Personnel and Development's (CIPD) (2009) 2009 Recruitment, retention and turnover survey report. http://www.cipd.co.uk/NR/rdonlyres/41225039-A846-4D2D-9057-E02CDB6BFC0B/0/recruitment_retention_turnover_annual_survey_2009.pdf