

Corporate Social Responsibility Policy

1. Introduction

Ardent Tide is an established company with expertise in tax and employment legislation, we operate to give certainty on tax status and compliance. We believe most construction businesses do best when they can focus on their business and not be tied down in administration and red-tape. We are based in Cricklewood, North-West London and work with companies on national projects, with the vast majority of our client base in Greater London.

Ardent Tide strives for continuous improvement in our Corporate and Social Responsibility (CSR) strategy by:

- Encouraging our business partners to implement CSR.
- Continually improving our performance and meeting all applicable legislation.
- Informing our staff to be mindful of the effect of their actions on non-renewable resources.
- Introducing procedures to assist with implementing CSR.

2. Scope

The Ardent Tide CSR policy has been developed for both internal and external stakeholders. The aim is to help both groups better understand how we work with communities both locally and internationally. By understanding how we develop relationships with organisations and charities both inside and outside of construction, all stakeholders will gain a better insight into the rounded and diverse culture at Ardent Tide.

3. Purpose

Our CSR policy has been developed to reflect both the values and practicalities of Ardent Tide. We work to both sponsor and donate through various charities and non-for-profit organisations for the following three purposes:

- i) To give back to the communities we live and work within.
- ii) Help those in genuine need within our industry.
- iii) Develop positive brand recognition with reputational groups.

Whilst working with, sponsoring and donating to various charities, Ardent Tide has some main partners that we work with closely and have forged close ties with, introducing new donors and clients in the process. We work with these organisations not just to donate, but to build strategic alliances and donate all forms of resource. The following list contains the organisations involved most frequently in our CSR policy and reflect our values with the most clarity.

- *The Lighthouse Club* – Ardent Tide are generous sponsors and ambassadors for the charity.

- *Aisling Returns* - Ardent Tide are generous sponsors and ambassadors for the charity, regularly co-running events for fund raising.
- *The West London Irish Society* – Ardent Tide has Chairman Dermot O’Grady
- *The British and Irish Trading Alliance* – Ardent Tide has BITA Board Members: Dermot O’Grady & Noel Byrne - BITAx Board Member: Tiernan Dixon.
- *The London Irish Construction Network* - Ardent Tide are generous sponsors and introducers to the organisation.
- *The Kerry Association of London* – Ardent Tide has Board Member Dermot O’Grady and donates resources to the running of the organisation.
- We support other charities and organisations on a regular basis.

4. Implementation

Much of our work with these groups is conducted directly through sponsorship and donations. However, we value all these organisations as key strategic partners and do not think of these donations as hand-outs. A large part of our policy is event organisation and aiding in the production and planning of large events. Ardent Tide contributes to these through all forms of resource whether this be finance or allowing staff time to aid in the organisation and planning of events. This, in conjunction with other resources, are the main tools Ardent Tide use to implement a robust and diverse CSR policy.

5. Monitoring

Key Performance Indicators (KPIs) are important for measurement and evaluation in CSR. We can measure our progress within CSR through a combination of factors, not just a figure of capital donated/sponsored. Ardent Tide has pragmatic involvement with many organisations that all conduct their independent fund raising. For this reason, it would not be possible to accurately measure a KPI through the total amounts of finance raised for CSR purposes annually. We can, as a KPI, internally review whether we have followed our policy and encouraged all stakeholders in the business to follow suit.