



# AICO IN THE COMMUNITY



# ABOUT AICO

**From its incorporation in 1990, Aico has rapidly grown to become the recognised European market leader in home life safety that it is today.**

Throughout our history, we have led the way in providing innovative solutions and achieved numerous industry firsts. This is coupled with our commitment to deliver outstanding levels of customer service, from initial alarm specification, through to unparalleled after sales support.

Our dedicated team of Regional Specification Managers are always on hand to advise on best practice and complying with the latest legislation and standards, working alongside our customer service and technical teams to ensure you receive all the support you need.

Our support extends to education and training, be that our award winning Expert Installer training scheme, dedicated industry training days and forums

or Fire and Carbon Monoxide (CO) awareness sessions for schools and communities.

We have expanded our Connected Home offering with the acquisition of leading Internet of Things (IoT) solutions provider, HomeLINK. HomeLINK are a multi-award-winning high-tech software team within Aico that leverage cutting edge home integration and analytic technologies to address the needs of landlords and their residents.

As we look towards our future, we will continue to pioneer in the latest technological advancements, maintaining our position as the leader in home life safety, promoting best practice and engaging with our communities to deliver safer homes.





**“ We understand the pressures that charities, businesses and schools are under and how important it is that they get the support they need.”**

Neal Hooper  
Managing Director - Aico



# WHY AICO EMBRACED CORPORATE SOCIAL RESPONSIBILITY

**“ Aico in the Community was developed to give back to communities and to help make a difference. We are a strong company and very fortunate to be in a position to dedicate time and resources to support charities and organisations. We understand the pressures that charities, businesses and schools are under and how important it is that they get the support they need. It’s about doing good.**

**Our Corporate Social Responsibility (CSR) programme is very much led from the top - our culture, our values, behaviours and ways of working are apparent, all colleagues are keen to get involved, volunteering their time to support CSR projects and helping raise funds for chosen charities. Colleagues have multiple days allocated throughout the year for involvement in CSR events and everyone is encouraged to use them. We also hold numerous events in the office such as charity cake bakes and dress down or fancy-dress days to boost fundraising.”**

Neal Hooper  
Managing Director - Aico



# AICO'S CSR PROGRAMME

As the European market leader in home life safety, we strive to deliver safer homes through engaging with our communities to educate and promote best practice. Our Corporate Social Responsibility programme enables us to do just this, 'Aico in the Community' was developed to provide support to both local and national educational and charitable organisations in building sustainable futures for our communities.

Since launching 'Aico in the Community' the programme has been a great success and has grown significantly. We have two colleagues coordinating the programme on a full-time basis. In order to achieve the aims and goals of our CSR programme, we focus on core areas; **Education**, **Business Enterprise**, **Charity**, **Volunteering**, **Sustainability**.





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# COMMUNITY LIAISONS

We have two colleagues co-ordinating our CSR programme on a full-time basis with support from a CSR committee, with colleagues from across the business.



## Contact Us

If you would like to get in touch with a member of the Aico in the Community Team, please:

e-mail [sustainability@aico.co.uk](mailto:sustainability@aico.co.uk)  
or call **01691 664100**

“ The aim of our CSR programme is to be able to give something back to our communities. We strive to make a difference, create safer communities and sustainable futures. Since establishing the programme, with determination and commitment from all colleagues ‘Aico in the Community’ has grown from strength to strength.”

Jane Pritchard  
Community Liaison - Aico

“ We are extremely proud to be able to support in the way that we do and we are very busy with current ongoing CSR activities. Aico have an exciting CSR plan in place for this year and beyond, with the focus being to successfully bring about the goals that we have set out to achieve.”

Lily Ellis  
Community Liaison - Aico

# EDUCATION

## **Aico understand the importance of supporting education, realising the pressures that schools and colleges are under financially.**

Aico show continued support to schools with student work experience programmes. The programme involves students working alongside colleagues in various departments, to enable them to experience all aspects of a working environment.

Our aim is to encourage students to interact and gain experience by being involved in activities and projects during their placements. Alongside this, we also deliver virtual school engagement sessions.

Our colleagues regularly volunteer to participate in educational sessions such as school careers fairs, apprenticeship events and classroom-based interactive sessions.

We also support local schools by offering students careers advice and guidance, focusing on employability skills and the importance of positive attitude and behaviour.

Two of our colleagues have taken on the role of Enterprise Adviser, working with both Lakelands Academy and

St Martins School. The role of the Enterprise Adviser is to act as a business support for the school, providing critical advice and building relationships with the Careers Lead, resulting in a well-rounded careers programme that every student can access.

As Cornerstone Employers, we show our commitment to supporting young people. Through this opportunity, we work with schools and colleges across Shropshire and beyond to improve careers education, inspire students and ensure all pupils have the support needed to successfully enter the world of work.

We offer students of all ages the opportunity to attend Fire Awareness and Safety Sessions at our Centre of Excellence, as well as in schools. These interactive sessions raise awareness of fire hazards within the home and the dangers of Carbon Monoxide.

Science, Technology, Engineering and Maths (STEM) workshops are also run at our Centre of Excellence, as well as in multiple schools across Shropshire. Our Product Development Executive is currently undertaking a degree level apprenticeship and has become a STEM Ambassador for Shropshire.



**“ Becoming a STEM Ambassador has been really important as it means that we can support local events that create opportunities for education. I was delighted to become a STEM Ambassador and help to give advice, support and encouragement to young people thinking of pursuing a career in STEM.”**

Samuel Marston  
STEM Ambassador  
Product Development Executive - Aico

**“ In the last 2 years we have had to cancel Work Experience due to Covid. Aico have been instrumental in helping us as a school to provide students with meaningful alternatives. They offered a virtual task to Year 11 students in the first year. Last year, Aico provided us with a full team over 2 days who set an Enterprise Task for all of our 245 Year 10 students in school. This provided students with a valuable experience and helped them to gain a range of skills from a work based task. We are looking forward to continuing to work with Aico in future.”**

Laura Richardson – Careers Leader, Meole Brace School

**“ The Aico trip was fantastic! All the employees were incredibly friendly and eager to show us around. We did a multitude of fun activities, such as assembling and packing boxes, wiring up our own fire alarm, learning about the different tiers of fire protection and a team building activity where a pencil was tied to several pieces of string, and we had to guide it into a water bottle. It was great to see an actual workplace since our work experience was cancelled. Overall, the trip was very informative, and I would not mind working there in the future!!”**

Robert, Year 10 - Belvidere School

# BUSINESS ENTERPRISE

**Building relationships with local businesses and organisations is the essence to sustainability within our community.**

As Patrons of the Shropshire Chamber of Commerce, we attend local networking events to encourage the building of relationships with local companies and organisations who provide a variety of services and where local suppliers are always given the opportunity to tender for new work.

We offer our Centre of Excellence facilities at no charge to local organisations and charitable trusts within Shropshire for them to host networking events and business meetings to assist and promote the work that they do.



**“ Santander were thrilled to be guests at Aico, the day was a real success, packed with real tangible insights on how this £100m+ business retains care and passion for its people, as well as supporting the local community in many ways. We are very much looking forward to working with Aico in the future.”**

Louise Guise  
Business Manager - Santander Breakthrough





# CHARITY

**As part of our 'Aico in the Community' programme, we show continued support to many charities, which is driven by a charity focus each year.**

Previously, we have supported Macmillan Cancer Support with over 50% of colleagues successfully completing multiple fundraising challenges and sporting events, including a 26 mile hike, 10k runs, cycling challenges and a charity race night, raising funds for a charity very close to many hearts.

Our support for 'Everything Shropshire' saw us work closely with the former High Sheriff of Shropshire, Dean Harris, on areas including addiction, domestic abuse, poverty and child deprivation.

Recently, our core focus is 'Support for Children', where we will help young people to tackle prevalent issues such as deprivation, education and mental health.

As well as our Charity of the Year and numerous office fundraising events, all of our colleagues are asked to nominate a charity of their choice, either local or national, to receive a donation before Christmas.



“

**It is clear to us that when it comes to Corporate Social Responsibility, Aico are an exemplar to all in the local private sector. What impresses me the most is that the whole workforce from top to bottom have fully embraced the need to invest in their local community - they don't just talk the talk they walk the walk! Aico have been instrumental in raising thousands of pounds for us, which enables us to deliver our targeted training therapy to more children; quite simply their fundraising efforts make the treatment affordable to the families who most need our help. We place immense value on our partnership and engagement with Aico - well done Team Aico!"**

Johnny Wilkes  
CEO, The Movement Centre





**For many years we have supported the EIC who provide practical support and financial relief in areas including poverty, homelessness and mental health support.**

The charity provides well-being solutions that transform lives. Every year on the 10<sup>th</sup> September, Aico celebrate EIC Day, which marks the inauguration of the charity and celebrates everything they have achieved since their creation in 1905.

The EIC asks all industry members to come together and raise funds to help the charity continue for many more years to come.

As part of our ongoing commitment and support, we have collaborated with the EIC to help educate and increase understanding of mental health awareness with virtual, online training. Together with the EIC, we will be facilitating the delivery of free of charge, online mental health awareness sessions delivered by a qualified EIC trainer. These informative sessions will be available nationwide to all those in the electrical industry.

**“Aico have been consistent supporters of all charity endeavours and have collaborated with the Charity on training apprentices in mental health awareness following a spike in apprentice suicides across the sector. Not only have they demonstrated their commitment to the wider industry they have shown their commitment to the health of their own organisation by taking part in the EIC Mental Health First Aider course and being part of the EIC well-being champion programme. Aico take Corporate Social Responsibility seriously and at every opportunity go above and beyond to support our sector colleagues through the EIC. Aico have become commercial agreement partners and have agreed to sustain their line of support through donating profits from their products sold back to the charity to support those in need. Beyond their Corporate Social Responsibility initiatives, Aico donate to the charity by being a huge presence at industry events. Aico take fundraising to the office and have hosted internal fundraisers like movie nights to Halloween parties, all in aid of EIC. Without partners like Aico, the charity could not offer the range of services and support to over 32,000 industry members in need every year.”**

Jess Vaillima  
Marketing, Communications & Event Manager - EIC

# VOLUNTEERING

**We show continued commitment and support to our community, our aim being to build relationships with local community groups and charitable organisations and assist by offering volunteering opportunities to colleagues.**

Aico offers and encourages colleagues to take time out of their normal working day to volunteer and help within the community and every colleague is given multiple days per year for volunteering activities.

Examples of activities include garden maintenance at a local Children's Hospice to improve their outside space, and helping at our local Food Bank, from collecting food donations and storing food for the Christmas period to colleagues helping pack Christmas Hampers for those struggling financially.

We understand the importance of educational encounters with students and how this links to the future of progression by participating in local school careers fairs, apprenticeship events and school engagement sessions.



**“ In order to make use of the well-being centre as soon as possible, teams of volunteers from Aico very kindly stepped in to support us. We are so grateful to the Aico team for volunteering to come in and get the interior of the building painted. They have done a brilliant job and their hard work means we can start to make use of this space to support our children.”**

Claire Bennett  
Headteacher - Woodside Primary School





## Supporting Willowdene Rehabilitation

Willowdene Rehabilitation is a pioneering rehabilitation facility located in the heart of West Mercia, providing innovative rehabilitation, targeted training, work experience and resettlement to men and women facing complex issues.

We are proud to have supported Willowdene through our sponsorship of their brand-new Family Assessment Centre, which will increase the support that Willowdene can offer to those in need. The Centre features an activity area for families to spend time together, an assessment hub, meeting room and conference room, as well as a kitchen area.

We are delighted to offer ongoing support to Willowdene, with colleagues volunteering at the site as part of their community support days.

The volunteering activities include a variety of tasks, such as landscaping and outdoor maintenance, painting, decorating and assisting with livestock duties.

**We always look for opportunities in which we can help within our community.**



**I am delighted that Aico is supporting Willowdene. Aico's support will make a significant difference to students accessing our service, many of whom live in our county. The majority of students face multiple issues in life including substance misuse, domestic abuse, unemployment, mental health challenges and restricted education. We are pleased to be providing life changing interventions through the support generously offered by Aico."**

Dr Matt Home  
Director - Willowdene Rehabilitation

**aico** Fine Green Credentials in Numbers



**240**  
Native Trees Planted



**87 & 37**  
Ornamental Trees planted  
Apple Trees planted

**400** sq metres  
Size of New Pond




Over **3000**  
sq metres of  
Permeable paving



Over **4000**  
Native Shrubs Planted



**2560** sq metres  
Areas of  
Wildflower meadow

**4** Picnic benches  
& Benches Provided




**550** metre  
Length of Trim Trail

**3** Bird Boxes  
installed

**3** Bat Boxes  
installed




**1** Hibernacula



Where small animals go for  
shelter in the winter

**NO**  
Removal of  
excavations from site




Over **600**  
Tyres recycled for the  
Trim Trail Surface



# SUSTAINABILITY

Our sustainability journey began with a strategy of 'Measure, Reduce, Balance' with the aim of becoming Carbon Neutral by 2030, starting exponential growth towards sustainability from updating our company car policy (hybrid only) to installing more solar panels at our headquarters.

All of our waste is sorted and 96% of our waste produced is either recovered or recycled. We have reduced our plastic waste by over 1000kg.

**Aico is an ISO 14001 accredited company; we look to continually reduce our environmental impact year on year.**



**Here is what we have achieved through some of our projects:**

**Ei3000MRF Packaging Project** - eliminating plastic and reducing paper without compromising product protection saves six tonnes of plastic and eight tonnes of paper per year.

**Digital Instructions for the 3000 Series** - providing a QR code for the full set of PDF instructions has resulted in a 38-tonne reduction in paper.

**eco-fit range** - exclusive to the 3000 Series, the eco-fit range does not include easi-fit bases, screwpacks or dustcovers, reducing plastic within the packaging by 100%.

Our headquarters sits on three out of the seven-acre site, leaving the remaining four acres as landscaping. A PV solar garden lines the roof to offset the electricity usage of the building, an attenuation pond and rain water harvesting reduce the amount of surface drainage at the site and over 2,500 square metres of wildflower meadow have been cultivated to support and encourage native pollinators and their ecosystems.

We have signed the Climate Pledge and the Zero Carbon Shropshire Pledge, to demonstrate our

commitment to achieving net zero by 2030, as well as to promote awareness of the urgent need for climate action, solve the challenges of decarbonisation and share practical solutions to deliver a sustainable future.

**ZERO  
CARBON  
SHROPSHIRE  
2030**





 **Centre of  
Excellence**



# OUR FACILITIES

**We offer our Centre of Excellence facilities at no charge to local organisations and trusts, including councils and local charities, for them to host networking events and business meetings to assist and promote the work that they do.**

Local schools and colleges run various educational sessions and Enterprise Programmes within our Centre of Excellence. As well as our Expert Installer training scheme for electrical contractors and apprentices, Aico also offer students of all ages the opportunity to attend Fire Awareness and Safety Sessions at our Centre of Excellence, providing expert training in fire hazard awareness within the home and the dangers of Carbon Monoxide.

## **Flexible Meeting Room**

The Flexible Meeting Room is ideal for meetings and training sessions. Seating up to 40 people comfortably around two tables, the room contains presentation facilities including an interactive smart board and lectern.

## **Ember Place**

Ember Place is a mock bungalow fully furnished and fitted with Aico alarms that was created to help demonstrate alarms and accessories in context within a property. Comprising of a 60's Living Room, 90's Kitchen and futuristic Bedroom, the rooms demonstrate exactly where alarms should be sited and help to educate all visitors on Fire & Carbon Monoxide risks within properties.

## **Technical Workshop**

The newly extended Workshop seats up to 64 people and is a hands on area for training on installation and wiring. This fully equipped space allows visitors to get up close with our products and is also the setting for many Expert Installer training sessions. The Workshop also includes a specially made smoke chamber allowing for live fire demonstrations, providing an innovative way to understand the dangers of fire and how the alarm sensors work to detect the incidents.

## **Auditorium**

The Auditorium is perfect for presentations and conferences, seating 116 people. It is equipped with a 4m projector screen, 4k projector and electric blinds.

## **Breakout Room**

With a bespoke integrated AV system incorporating two 75" TV screens and one 55" TV screen, the Breakout Room is ideal for small meetings, networking and refreshment breaks. The room seats up to 60 people with areas for refreshments including coffee machines.

## **Mobile Training & Demonstration Units**

Bringing our products, technologies and training to you. The latest addition to help support customers are our Mobile Training & Demonstration Units. Designed to enable a complete overview of our products, technologies and knowledge, they travel the length and breadth of the country to give more of our customers a chance to get closer to Aico. Customers can get hands on with the alarms and get to grips with all of the latest technologies through our free, educational training sessions.



# FIRE SAFETY SESSIONS

Working closely with schools and colleges within our community is key and we are constantly creating activities that encompass our ethos.

Our colleagues volunteer their time to run on-going Fire Safety Awareness Sessions for students in schools, as well as at our Centre of Excellence training facility in Oswestry.

Aico are always delighted to welcome students and their teachers from Schools and Colleges to our Centre of Excellence, to attend Fire Awareness and Safety sessions.

Our Fire Safety Awareness Sessions are aimed at young people of all ages to provide training to make them aware of fire hazards within the home and the dangers of Carbon Monoxide.

Workshops also include an interactive challenge on Fire and Carbon Monoxide alarm siting.



**“ Our Year 5 and 6 pupils absolutely loved the workshops on Fire Safety. They were engaging, educational and most importantly, really fun!”**

Lorna Campbell  
Development Director, Moreton Hall.



# RESIDENT ENGAGEMENT

Resident engagement is a key part of our efforts within communities as there are often barriers to engaging successfully with residents. It is vital for residents to be aware of the importance of regular testing and maintenance of their Fire & Carbon Monoxide alarms, so we came up with a handy tenant pack comprising of posters, coasters, magnets and pens encouraging residents to test their alarms.

In addition, we have partnered with Inside Housing on the Resident Safety Campaign, an initiative with the aim of increasing the awareness of resident safety and the strategies available to Housing Associations and Landlords, promoting best practice and sharing practical advice on access issues and safety in supported living.

Attending events aimed at residents and families is vital to promoting awareness of Fire & Carbon Monoxide safety within the home, encouraging active involvement and engaging with residents in a friendly and informal manner.

Aico have attended London Borough of Camden's Family Fun Day in partnership with Mulalley Co Ltd, which was aimed at young people for whom English is not their first spoken language and who currently translate key messages for their parents, regarding fire safety. Mulalley's mascot, Safe Sammy, was also in attendance to hand out goody bags to the children.

We also took part in the Lewisham Garden Party for residents of Lewisham Homes, celebrating 100 years of social housing.

There was a great turn out of residents who enjoyed live music, arts and crafts and family theatre. In collaboration with the local police and fire service, our Regional Specification Manager for London South, delivered important and helpful advice to residents on the importance of testing and maintaining their Fire and Carbon Monoxide alarms. With a decorated stall, we educated residents and their children through interactive demonstrations and informative colouring packs, as well as giving away Carbon Monoxide alarms, to further raise awareness of Carbon Monoxide and home fire safety among the residents.



**We were delighted to take part in Camden's Family Fun Day. Mulalley is always keen to give back to the communities where we are working and assisting families with fire alarm safety is of key importance."**

**Bruce Benson, Operations Director - Mulalley Co Ltd**



**Through using educational worksheets about alarms, the effects of Carbon Monoxide and the importance of testing alarms on a monthly basis was conveyed. The worksheets were effective and encouraged the young people to be practically involved."**

**Tina Mistry, Relationships Manager - Aico**

# ACHIEVEMENTS IN NUMBERS

Aico in the Community was developed in 2018 to support schools, colleges, charities and community organisations to achieve their goals and to help build a sustainable environment now and in the future. By focusing on four core areas: **Education**, **Volunteering**, **Business Enterprise** and **Charities**, our aim is to give back to our community. **So far we have...**



£688k

Community Donations



220

Causes Supported



136

Educational Visits



£68k

Colleague Fundraising



2,432

Hours Volunteered



8,948

Students Supported

# AWARDS

We are very proud to have received awards for our Corporate Social Responsibility programme.



Business in the Community



Work in the Community



Workplace Culture



Workplace Sustainability



Workplace Health & Wellbeing



Corporate and Environmental Responsibility



Community Impact



Company of the Year



Community Initiative



**The European Market leader in Home Life Safety**

**Aico**

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an  Company

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