



## **Yes Agency Code of Ethics**

Our code of ethics has been developed to express the high level principles and values that govern the way that we conduct business. These principles guide us in our decisions, actions and relationships with the stakeholders detailed below. We have recently conducted an internal audit to identify our common values. We are continuously working at sharing these and embodying them in our work and the way we service our clients.

### **Employees**

Yes Agency values all members of staff. As such, we have policies that outline the working conditions on our premises, procedures that must be undertaken in the recruitment and selection of new employees and the development, training and rewards offered to existing employees, health and safety, equal opportunities, diversity, discrimination and harassment.

### **Clients**

Yes Agency is committed to providing high levels of customer satisfaction to all clients. We will also ensure that all agreements made with our clients are made in good faith and that all work undertaken is carried out to the highest quality standards, offering the client value for money and the appropriate after-sales support required.

### **Shareholders**

Yes Agency is committed to observing all relevant legislation and implementing high ethical standards in relation to:

- disclosure of information to shareholders and applicable statutory authorities
- conflicts of interest
- accounting procedures and reporting

All members of staff act in the best interests of the company and its shareholders at all times.

### **Suppliers**

Yes Agency is committed to working in partnership with suppliers to ensure that the highest levels of quality and efficiency are achieved. We will also do everything possible to ensure that invoices are settled promptly with our suppliers.

Staff members should never receive any sort of bribe from a supplier or potential supplier. They must also not accept gifts, favours, entertainment or

other inducements from these businesses, except as common courtesies usually associated with customary business practices. If any gift is of more than token value, a member of the management team must approve its acceptance. It is never acceptable to accept a gift in cash or cash equivalent.

### **Community**

Yes Agency is committed to complying with all relevant legislation in the protection of members of the public, our communities and the environment. We have an environmental management system in place which all employees are made of aware of and are designated responsibilities for the management of the aspects of their work which have impacts upon the environment.

Yes Agency is committed to communities, including disadvantaged communities, under-represented communities and local communities.

As a company we are dedicated to donating staff and management time in support of a range of local projects and actively encouraging staff members to engage in community work. As an investment in this work, Yes Agency commits to supporting staff with time off as and when required. Yes Agency will also invest in local community groups through the donation of production of marketing collateral to support their aims and activities free of charge.

As a commitment to education within the local community, Yes Agency will invest time in volunteering at colleges and universities in the area to support them wherever possible. For example, the Managing Director and Client Services Director have assisted in the development of Diplomas at Burton College and the Client Services Director is a part-time lecturer in Advertising and Brand Advertising at Staffordshire University. Our Director is also currently involved in educating young people on financial matters within the community through the Nottingham Credit Union. In his spare time our Creative Director is a mentor for the Prince's Trust and a distance learning tutor for the OCA (Open College for the Arts).

Support is also offered to local and/or disadvantaged communities in procurement undertaken by the agency. In all procurement activities undertaken, staff should endeavour to invite quotes from members of these communities.

### **Yes Agency values**

Employees of Yes Agency should share the organisation's values and embody them in all dealings, within and outside of the agency:

#### **Internal**

1. We will all work towards helping Yes Agency to develop and grow.
2. We will enjoy the company of our own community, our colleagues, and create a convivial office environment.

3. We will be positive and relish challenges.
4. We will keep moving forward and never stop learning.
5. We will always do our best.
6. We will work together and support each other.
7. We will put something back into our communities where we can.
8. We will work hard, but have fun too.
9. We will respect each other and treat our colleagues as valued clients.
10. We will always be prepared.

### **External**

1. We will go the extra mile as standard, always thinking of ways to add value to every project.
2. We will be flexible and make our clients feel that nothing is too much trouble.
3. We will do everything in our power to keep every promise.
4. We will ask ourselves, could this be clearer, stronger, cheaper, sharper, punchier, quicker, better or smarter?
5. We will not be satisfied with second best, if something's worth doing, it's worth doing brilliantly.
6. We won't stand still, we will take every opportunity to learn and move the agency forward.
7. We will be positive and relish challenges to enable us to prosper.
8. We will aim to find deeper levels of engagement with clients and their communities through a constant desire to better our understanding of their world.
9. We will all work towards helping Yes Agency to develop and grow.
10. We will take a solid, thoughtful strategic approach to all projects.