



Community and charity strategy.

2023-2025

www.cmacgroup.com

Introduction.

CMAC Group is a founder-owned business, from the East of Lancashire. We have become a global business yet have not forgotten our roots.

We come from a local community and want our business to reflect the diversity and community spirit of where we operate, where our staff are from and where our customers are based – no matter where in the world we are located.

CMAC is committed to improving not just our local communities, also to nationwide causes in the countries we operate within.

Community and charity work is not only important to the charities themselves, but also to our people too, who can be proud to contribute towards charities that they care about in the communities in which they live, work and play.

It's also important for our customers to know that we align with their charitable endeavours.

We have brought together our community and charity plans for 2023 into this three-year strategy document.

What have we done so far?

Since the company was founded in 2007, we have always been involved with our communities and the charity work within them. Here are some of our notable efforts:

2019 - £8,000+ raised for Every Action Has Consequences



Our CEO, Peter Slater, took on a huge weight loss challenge to lose 5 stone in 5 months, and raised over £4,000, which CMAC matched, bringing the total to over £8,000.

This all went to the charity Every Action Has Consequences (EAHC), a charity very close to the hearts of our people in Accrington head office. EAHC is dedicated to spreading awareness of the consequences of committing senseless acts of violence.

This charity was set up by the parents of one of our very own team members, Adam Rogers, a young man who was killed when punched by a man in the street on a night out. Adam was a much-loved employee of CMAC and to this day, is still greatly missed by all who worked with him

2021/2022 - CMAC became a corporate partner of Ribble Rivers Trust (RRT)



RRT is an organisation dedicated to the preservation of the Ribble River – the river that flows through the heart of the community where we have the CMAC Group head office. RRT repairs, maintains and protects the river, while also educating children on the importance of rivers to our ecosystem.



2022 - £466 raised for Macmillan Cancer Support

In September we participated in the nationwide Macmillan Coffee Morning across our 3 UK centres, raising £233.21. CMAC then matched that, bringing the total to £466.42.

Cancer has impacted many of our employees in some way, and employees always love raising money for this great cause, while also enjoying baking and eating delicious treats. Macmillan Coffee Morning is now a core element of our working year. The Macmillan Coffee Morning has now become one of our cause célèbre charity events.

MACMILLAN
CANCER SUPPORT



2023 - Over £1,000 raised for Age UK

In 2023 CMAC locked their CEO Peter Slater in jail for 2 hours and raised over £1,000 to release him! All donations went to Age UK, a fantastic charity that aims to help some of our countries most vulnerable people.

 **ageUK**



While we will continue to engage in endeavours such as these, we feel that it is now the right time to formalise our charity and community efforts so we can maximise our impact.

Charity strategy.

CMAC Group now employs over 250 people across the UK and Europe, with a turnover of nearly £150m.

As a multinational, rapidly growing business with employees located across Europe it is crucial that we ensure the values that made us who we are today continue to flow through the veins of the company as we keep growing.

It is why that we now wish to cement our annual support for our communities into something more substantial and even more robust, through the development of this, three-year strategy, which sits within our wider, corporate 2030 strategy.

Make a Difference Days.

CMAC has pledged two days per calendar year, for each employee to spend volunteering with a charity of their choice, called Make a Difference (MAD) Days.

Volunteering is an excellent way to give back, and in turn, improving the mental health and wellbeing of our own people, particularly when volunteering for a cause that matters most to them.

This is why CMAC is giving the choice to our people as to where and how they use their MAD days. Based upon CMAC's current employee base – this equates to over 4,000 person hours of volunteering per annum which is more than two full time employees dedicated to helping our communities and charities.

The charity of the year and the local charities that are chosen will also be linked with the MAD days and we will be arranging MAD days, where possible, at these charities.

Nationwide charity partnership.

CMAC is dedicating significant resources and money to donate to a charity partner for 12 months. This partnership will go to a charity that makes a positive impact nationwide, while also bringing us closer to our customers.

CMAC'S charity of the year for 2023 is Community Rail Network.



Community Rail Network (CRN), is a growing grassroots movement made up of community rail partnerships and groups across Britain. They engage communities and help people get the most from their railways, promoting social inclusion and sustainable travel, working alongside train operators to bring about improvements, and bringing stations back to life.



CRN's reach expands across England, Scotland and Wales, improving local communities with their variety of initiatives which includes to promote sustainability, tackle loneliness and promote diversity.

Our partnership with CRN will mean that CMAC can be assured that any donations in money and time, will be far reaching both in terms of geography and the scope of the initiatives.

CRN also offer opportunities for volunteering, providing ideal opportunities for employees to participate in MAD days, particularly for employees that are spread across the country.

CMAC specialises in transport for rail clients, their employees and their customers and we have a large number of clients in this sector. Therefore, a partnership with CRN makes perfect sense and it provides our rail customers with the assurance that we back the causes that they also support.

CRN also offers opportunities for research collaborations that could further develop CMAC's knowledge within the industry. These opportunities could include research on the environmental impacts of taxi collections from train stations for example.



Local community charities.

Each CMAC office across Europe, will receive an amount of money to donate to a charity local to that office, chosen by the employees in that office, that can be a single contribution or be supported by MAD days for example.

The chosen charities will have a positive impact on the communities local to the CMAC sites and will be important to the employees.

In 2023 all employees will have the opportunity to vote on the charity that they wish to support in their local community, with a donation being made to them once selected. This is an important step in embedding even further the concept of giving and charity within the culture of CMAC and in engaging with our employees, supporting causes that are important to our people.

CMAC will then work with these charities, where possible, to continue to raise additional funds and to also give employees the opportunity to use their MAD days volunteering at these chosen charities should they wish.

Individual fundraisers.

Every year CMAC host charity fundraisers for different nationwide charities that rely on employees to donate themselves with CMAC matching the donations made.

These events will not change, and we will continue to host these events.

The difference going forward is that we have now built a more formalised structure that will encourage and promote these events, ensuring we maximise the opportunity for those people in the team to super-charge the charities that are important to them within the communities in which they live and work.

Employees are kept up to date with fundraisers.

We also want to encourage our employees to share their own fundraisers, so for anyone that is taking part in a fundraising event and would like to encourage others to take part too, we'd like our staff to share this on the internal #community slack channel. This for any fundraisers outside of what has been listed above, that requires no resources from CMAC.



Education.

In 2022 CMAC began its work with schools, performing mock interviews with local secondary school children, and inviting the school into CMAC's head office for their 'Step into Work Day'.

CMAC is dedicated to working with local schools and will formalise a partnership with one local school in 2023, pledging two working days per year to working with the schools.

In 2023, CMAC hosted students from a Greater Manchester school as a part of Girls Out Loud, a group comprised of schoolgirls that are in a Big Sister programme. The Big Sister programme targets the girls that are in the middle: the girls that may not be particularly academically gifted, nor are very disruptive. These girls at risk of becoming invisible and can fall onto the wrong path or hide away.

Through the Big Sister programme, they are assigned a Big Sister, a successful woman who understands them and can mentor them to improve their confidence and help keep them on the right track.

These students attended CMAC's head office in Accrington for the morning, where they learned about what a typical working day looks like across various functions within the business.



Here are what some of the students said:

“

It was very interesting, I liked finding out about different peoples' jobs and how their childhood affected what they do now. Very fun! I would definitely do it again.

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“

I think it was really good to learn elsewhere as it feels nicer to have a change and it showed us that there are jobs like this and definitely showed us loads of opportunities in a way. I think this was an extremely beneficial trip and I really enjoyed every aspect of it from the drive there to the talks the employees gave us. 10/10 Thank you!

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CMAC also takes part in Local Skills Improvement Programme (LSIP). LSIP is a focus group that aims to reshape the local technical skills system to better support the needs of the local labour market and the wider economy. CMAC's goals within this group are to share the challenges in upskilling their employees, the challenges in recruiting skilled workers and to discover more about what prospective employees want and need from a business.

Education is vital, particularly for the younger generation entering the workforce. Along with working with LSIP, CMAC also aim to employ one apprentice per year, and offer one Work Experience placement each year to a local school.



Supporting local SMEs.

We source the closest available vehicle to a client pick-up point, which means that predominantly suppliers local to the collection point receive the work.

This pushes hundreds of thousands of pounds into local economies across the UK.

Based upon CMACs spend on ground transport in the UK and the estimated percentage of suppliers that are local SMEs, CMAC has generated approximately £71m of revenue across the UK for small taxi, private hire and coach businesses in local communities.



Three year plan.

Year 1 – 2023.

In year 1 CMAC launched the MAD days and the new charity format, as described in this document. We will aim for 50% of these MAD days to be used by employees but hope that the adoption rate is much higher.

It's CMAC's goal within this first year to implement these new structures and monitor the internal engagement of these new initiatives.

Year 2 – 2024.

In 2024, CMAC will assess the successes and failures of the new strategy by analysing the number of MAD days used, obtaining feedback and then making the necessary improvements.

CMAC will also review the local charities selected by offices, this may include obtaining feedback from staff and a fresh vote with new charities included. CMAC will also review the budget and hope to increase the charity budget in accordance with profit increases.

Year 3 – 2025.

In 2025, CMAC will take the same measures as in year 2, analysing the successes and failures of the previous year.

At the end of year 3, CMAC will assess the progress over the 3 years, with data on MAD day usage and voting numbers and apply any changes for the 3-year strategy.

The charity of the year partnership will be assessed, and the charity of the year 2025 will be announced at the start of the year.



Impact.

The impact of CMACs charity donations is far reaching. The charity of the year, Community Rail Network, positively impacts many communities in England, Scotland and Wales. As CMAC provides thousands of pick-ups and drop offs of rail staff and customers from railway stations it is important that we contribute to improving these stations where possible.

On a more local level, the charities chosen by employees will each receive a donation, ensuring a direct impact on the communities local to the offices.

With over 250 employees, CMAC has pledged 500 days (4,000 hours) per year for those who wish to volunteer. As this initiative only began in 2023, CMAC expect 50% of these days to be used in the first year, with plans over the three-year strategy to continue to improve the adoption rates each year. CMAC is a rapidly growing business and with more employees, we will see more MAD days.

We use local suppliers as a matter of course and, as CMAC grows, we will continue to use local SMEs to service our clients, ultimately increasing the spend within the local communities.