

# INSPIRE



Integrity



Nurture



Skill



Passion



Innovate



Resilience



Energy



Integrity

ALWAYS DOING THE **RIGHT** THING



Nurture

**SHARING** IDEAS, AND LEARNING FROM ONE ANOTHER



Skill

CONSTANTLY **DEVELOPING** AND HONING OUR STRENGTHS



Passion

BEING ENTHUSIASTIC AND **DEDICATED**



Innovate

SEEKING ALTERNATIVE, MORE **EFFICIENT** WAYS OF DOING THINGS



Resilience

VIEWING CHALLENGING SITUATIONS AS OPPORTUNITIES FOR **GROWTH**



Energy

SPREADING CONFIDENCE AND **OPTIMISM**

## Values

At the heart of everything we do are our values, crafted by our team to ensure they resonate with every role, every interaction, and every individual. They guide us as we strive to achieve our purpose and vision, and align with our Partner for Life programme, ensuring simplicity, clarity, and authenticity. Our team is recognised and rewarded for embodying these principles, whether collaborating with colleagues or serving our clients.

We believe in Integrity—always doing the right thing. We embrace Nurture by supporting, developing, and including everyone. With Skill, we deliver the highest quality work, and through Passion, we approach every task with enthusiasm, positivity, and dedication. Innovation drives us to be creative and inquisitive, while Resilience ensures we remain flexible, embracing change to grow. Finally, we bring Energy to every challenge, displaying a ‘can do’ attitude. Together, these values INSPIRE us to build lasting relationships and deliver excellence in all we do.

## Peer Powered Examples

Here's some of the things the team has been saying about each other recently.



**Megan Handley**      **Nurture**

Megan is always super supportive and always there to help me with any query I have. I am grateful to be learning from her :)



**Zoe Daddy**      **Energy**

Zoe is always so extremely helpful and forthcoming when I frequently request her help or assistance. Thanks, Zoe, for being so warm, approachable and helpful :)



**Madeline Broddley**      **Passion**

Madeline heads our team with absolute integrity and her core values particularly being respect and appreciation are evident in everything we do. She is equally as quick to offer constructive criticism as she is to give praise, always ensuring that we learn and grow together. She emphasizes that every achievement is a collective effort, not an individual one.



**Simon Davies      Energy**

Always a bright day when in Simon is in the Doncaster Office!



**Lydia Welbourn      Nurture**

Thank you so much to Lydia making my first 6 months go so well joining Pepperells at the Grimsby office. Always willing to help when I need it need and showing me the ropes.



**Amanda Lawson      Skill**

Amanda is always willing to take a call to assist clients and will always assist Client services to help resolve matters. We really appreciate her knowledge and willingness to give great service.



**Sophie Coupland      Energy**

Sophie is very dedicated and her willingness to help goes above and beyond. It is an absolute pleasure to work alongside her. She is a great asset to the company and I would be lost without her!

## **Your Voice Working Groups**

At Pepperells, we're proud to foster a culture of collaboration, responsibility, and care through initiatives that align with our values and purpose. Our Your Voice Working Groups meet every fortnight to discuss key issues and propose meaningful changes that positively impact our team, local communities, and the planet. These groups are a vital part of ensuring that everyone's voice is heard as we build a brighter future together.

## **Corporate Social Responsibility**

We are committed to being a good neighbour in the communities we serve. From donating money, toys, and Christmas meals to volunteering at partner-organised events, we embrace our privileged position to support those less fortunate. We remain mindful of how our business impacts others and take action to uplift those around us.

## **Environmental Responsibility**

Protecting our planet is a priority, and we're always looking for ways to reduce, eliminate, or offset our environmental footprint. From swapping handwash for refillable, eco-friendly alternatives to replacing fluorescent lighting with energy-efficient LEDs and organising group litter picks, we're taking steps to create a greener tomorrow.

## **Fairness, Diversity, and Inclusion**

We're dedicated to ensuring Pepperells is a fair, diverse, and inclusive workplace where everyone feels safe to be themselves and can make meaningful contributions. Through education on topics like inclusive language, dietary needs, responsible alcohol consumption, and religious holidays, we're fostering understanding and respect in everything we do.

## **Wellbeing**

The happiness and health of our team are at the core of our culture. From inclusive Perks packages and a comprehensive wellbeing booklet to our "time as a reward" initiative that celebrates team members living our values, we're committed to creating a workplace where everyone feels comfortable, supported, and valued.

Together, these initiatives reflect our commitment to positive change, both within our organisation and beyond.