



2024 Social Values Annual Report

Amanda Berry, Weighbridge Operative and Harry Martin, Depot Operative, after completing their MPQC Operator Competency Scheme 5-day training and assessment.

Social Values at Associated Asphalt

“Our social and economic actions will enrich the communities in which we operate and the stakeholders with whom we work, and we will leave a positive and lasting legacy of pride and inclusion.”

Defining Our Positive Legacy

Associated Asphalt is an ethical and honest company that seeks to leave a positive legacy wherever we work. Our success is driven by outstanding people, continuous improvement in efficiency and effectiveness, and the lasting quality of our work.

We are committed to creating lasting, positive change—both large and small—in every community where we operate through sustainable practices, skill-building, and community engagement. Our aim is to leave a legacy that enhances local connectivity and the environment.

Our Objectives

- Enhancing well-being for our stakeholders.
- Developing innovative ideas that create local employment.
- Raising awareness and educating people about our industry.

Measuring Our Impact

We measure our social value impact through quantifiable outcomes that track tangible improvements and qualitative outcomes that capture the deeper, transformative changes.

Quantitative Outcomes:

- Job creation and workforce development.
- Reduction of environmental impact.
- Support for local initiatives and communities.

Qualitative Outcomes:

- Stronger community relationships and collaboration.
- Increased awareness and education about our industry.
- Enhanced local well-being.
- Greater employee engagement.

Our Commitment to Social Value

We are dedicated to driving customer value while generating social, economic, and environmental benefits. Our strategies aim to enhance the lives and well-being of those affected by our activities within the communities we serve.



Collaboration & Innovation

- Work closely with clients, partners, and local communities.
- Support voluntary groups, charities, and social enterprises.
- Implement social value objectives through our workforce and supply chains.
- Align initiatives with global, national, and regional priorities.



Equality & Equity

- Create employment opportunities in the communities we serve.
- Remove barriers to employment for underrepresented and disadvantaged groups.
- Provide training, apprenticeships, and career development pathways.
- Promote fairness, inclusion, and respect (FIR) principles.
- Offer flexible working arrangements and supportive policies.



Community Engagement

- Engage with local communities to deliver meaningful social value.
- Encourage employee volunteering to support local initiatives.
- Partner with education providers to offer industry insights and work experience.
- Support mental and physical well-being initiatives for employees and communities.
- Empower local voices in decision-making processes.



Environmental Responsibility

- Implement responsible practices to reduce our carbon footprint and support the circular economy.
- Advise on innovative, environmentally friendly solutions.
- Manage waste efficiently across all sites and offices.
- Source labour and materials locally where feasible.
- Control noise, dust, and nuisances on our sites.

Key Social Value Achievements in 2024

We track our social values activity across our key stakeholder groups: **Communities, Supply Chain, Employees, The Company and Shareholders, Client and Customer Engagement.**

1. Communities

- Sponsored sports kits for local youth teams.
- Provided donations and prizes for community events.
- Donated materials and labour to local projects.

Examples:

Partnered with social enterprises to fundraise for local initiatives, supporting foodbanks and community-driven activities.

Organised a Christmas Giving campaign, allowing each area to design their own local giving initiative to support those in need.

Supported a Movember campaign, encouraging company-wide participation and fundraising for men's health and well-being.

AACL proudly played a key role in the successful Charity Fireworks event at Laurel Park on November 1st, 2nd, and 3rd. Our team provided manpower from AACL and K&N, and vehicles to assist with the setup and dismantling of the event, ensuring everything ran smoothly from start to finish.



Left to Right – Mike Bradshaw (Organiser), Tommy Naughton (AACL), Caine Silk (AACL), Dan Saunders (AACL), Paul Boax (K&N).

2. Supply Chain

- Ensured ethical sourcing of labour, plant, and materials through the PQQ (Pre- Qualification Questionnaire) process.
- Provided structured training sessions to improve supply chain capabilities.
- Prompt and ethical payment practices implemented to support smaller suppliers.

Examples:

Collaborated in charity auctions with supply chain partners to raise funds for community causes.

Worked with suppliers to reduce carbon footprint by sourcing sustainable materials and improving logistics efficiency.

3. Employees

- Encouraged employee participation in volunteering and fundraising.
- Invested 1,800 hours and £63k in workforce training and development.
- Introduced company-wide well-being programmes, including setting up a new committee to support the roll out of ongoing initiatives.
- Provided three apprenticeships at Heathrow, specifically hiring from the nine surrounding boroughs to support local employment.

Examples:

Sponsored employees when participating in fundraising challenges, supporting causes close to their hearts.

Implemented Individual Development Plans for apprentices, graduates, and early-career professionals to enhance career growth.



Nadia Mahmood (Finance Apprentice),

Emelia Arbouine (HSEQ Apprentice),

Jacob Dawson (QS Apprentice).



Jake Bichard and Callum Smith from our Heathrow team who started their NVQ 3 in Occupational Supervision.



We are proud of the social value engagement from across our workforce and supply chain. Thank you to everyone who has helped us to achieve:

10 times more hours dedicated to delivering social value in 2024 versus 2023 – over 4,300 hours

Threefold increase in **financial contributions** in 2024 versus 2023 – over £125,000

Our Social Values Priorities for 2025



4. The Company and Shareholders

- Enhanced reputation through charitable initiatives and active community support.
- Strengthened customer care through a feedback questionnaire and actionable improvements.

Examples:

Installed 10 defibrillators in offices and vans at the request of the Postvention Committee, ensuring all employees were trained on how to use them.

Released a training video to educate employees on the correct use of defibrillators.



5. Client and Customer Engagement

- Partnered with clients on high-impact social value projects.
- Invited clients to participate in volunteering and local initiatives.

Examples:

Balfour Beatty & East Sussex Highways: Supported Surviving the Streets, Sussex Prisoners Families, Active Hastings, and local foodbanks.

Balfour Beatty & The Crisp Packet Project: Created blankets and survival gear for homeless individuals using recycled crisp packets.

National Highways Maidstone Office: Donated clothes to the National Air Ambulance charity.

Volker Fitzpatrick: Upgraded a primary school playground, including tree planting, sandpit refilling, painting fences, and donating wheelbarrows.

The Eastern BSE Team: Partnered with Ringway to donate our labour to the Rowan House Charity in Cambridge, an Arts and Forest School for adults with learning difficulties.

East Sussex Schools: Donated and distributed Easter Eggs to children in need.

Ringway Collaboration: Organised a local employment drive, directly hiring and supporting job seekers in the area.

“At Associated Asphalt, our continued commitment to leaving a positive legacy drives our Social Values Priorities for 2025. Through ethical practices, sustainable initiatives, and deep community engagement, we aim to enrich every community we serve, ensuring every action we take builds a foundation for lasting pride, inclusion, and shared success.”

Strengthening Social Values Leadership

- Launch of Social Values Champions Team and structured engagement throughout the year.
- Ongoing communication and training to embed social value principles across the organisation.

Recognising and Rewarding Contributions

- Quarterly and annual Social Values Awards to celebrate positive impact.
- Encouraging participation in social and community initiatives.

Community and Social Enterprise Engagement

- Ongoing collaboration with local foodbanks and charitable organisations.
- Dedicated initiatives such as Movember fundraising and Christmas Giving.
- Development of digital resources, including a dedicated Social Values webpage.
- Exploring opportunities to work more closely with Micro Companies and Social Enterprises to enhance local economic impact and social value delivery.

Enhancing Transparency and Reporting

- Finalisation of the 2024 Social Values Report and sharing with stakeholders.
- Interim and annual reviews of social value data to measure progress and impact.

Sustainability and barriers to Workforce Development

- Continued focus on fair employment, training opportunities, and removing barriers to equal opportunities.
- Expanding apprenticeship opportunities and increasing engagement with graduates to support workforce development and future talent pipelines.



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