



Power Lines, Pipes and Cables Ltd (PLPC Ltd) company image is guided by the principles of integrity, fairness, and community engagement. We strive to build honest and constructive relationships with the public and our employees, ensuring that our actions reflect our commitment to these values.

1 Introduction

The Managing Director is proud of the company image we portray to the public, landowners and customers. This policy therefore formalises our commitment to continue to protect our company image which has long been a part of the company's overall approach. This policy applies to all employees, contractors, and representatives of the company. It covers all forms of communication, including but not limited to emails, social media posts, marketing materials, and public statements.

2 Purpose

The purpose of this policy is to ensure that all internal and external communications reflect a consistent and positive image of the company. This policy helps to preserve and build the value of our corporate brand by maintaining high standards in all forms of communication.

3 General Principles of Company Image

Our company's image is built on a foundation of core values that reflect our commitment to excellence and ethical conduct. These principles guide all our actions and communications and in implementing this policy, staff are required to apply the following general principles:

1. **Integrity:** We uphold the highest standards of honesty and transparency in all our dealings. Our communications are truthful, accurate, and reflect our commitment to ethical practices.
2. **Fairness:** We treat all employees and stakeholders (including clients, Landowners, members of the public) with respect and equity. Our policies and actions are designed to ensure fairness and justice, fostering a positive and inclusive environment.
3. **Community Engagement:** We actively participate in and contribute to the communities we serve. Our communications highlight our efforts to support local initiatives, promote sustainability, and enhance the well-being of our community members.
4. **Professionalism:** We maintain a professional demeanour in all interactions. Our communications are courteous, respectful, and reflect the high standards of our company and responses are in a timely manner.
5. **Innovation:** We embrace creativity and innovation in our approach. Our communications showcase our commitment to continuous improvement and forward-thinking solutions.
6. **Responsibility:** We are accountable for our actions and their impact on society and the environment. Our communications demonstrate our dedication to responsible business practices and corporate social responsibility.

4 Dress Code and Conduct

Employees will present a smart, professional appearance. Staff will ensure for good, regular hygiene practices and distancing requirements. All site staff will be identified by the Company's work wear, displaying the company logo. PLPC will not tolerate wearing work wear that displays other company logos. Work wear shall be kept clean and tidy and facial jewellery, apart from ear studs, shall not be worn at work. Staff will be considerate to others with regard to their behaviour and conduct while at, travelling or staying away for work.

5 Identification

All site staff will carry and show photographic identification (contained in their PASSPORT Competence certificate) when requested.

6 Vehicles And Plant

All company-owned, leased or rented plant and vehicles are maintained and operated in a manner that upholds the company's image and reputation.

1. **Safety and Compliance:** All plant and vehicles must be operated in accordance with safety regulations and company policies. Compliance with legal requirements is mandatory.
2. **Professionalism:** The appearance and condition of plant and vehicles should reflect the professionalism of our company. Regular maintenance and cleanliness are essential.
3. **Responsibility:** Employees are responsible for the proper use and care of the plant and vehicles assigned to them. Any damage or issues must be reported immediately. Vehicles and plant must be driven safely and carefully, with respect for other road users, landowners, site staff and the public.
4. **Maintenance and Cleanliness:** Regular maintenance schedules must be adhered to, ensuring that all plant and vehicles are in good working condition. Vehicles should be kept clean, both inside and out, to present a professional image. Any company branding on vehicles must be kept in good condition and free from damage.

Checks will be carried out regularly before use, with any damage reported immediately to the transport department.

7 Offices

All persons arriving at PLPC offices / sites will be greeted with a smile and in a courteous and prompt manner.

Reception staff will professionally ascertain the names, intended business of the visitor and contact the appropriate member of staff. If the person they require to see is available, they will be seen to straight away or if the person they require to see is not available, they will be advised when they will be able to see them and another member of staff will offer help.

All visitors arriving for a meeting are required to sign the visitor book/register before being escorted to their meeting destination and complete safety inductions where required.

When the person arrives at the office they will be welcomed and asked to take a seat until the appropriate staff member has been told of their arrival and is ready to see them.

8 Communication Guidelines

All communications should reflect the company's values and professionalism:

- **Internal Communications:** Ensure that emails, memos, and other internal documents are clear, respectful, and aligned with the company's tone of voice.
- **External Communications:** Public statements, press releases, and marketing materials should be reviewed for accuracy and consistency with the company's image.

- **Customer Interaction:** Employees should be courteous, helpful, and professional in all interactions with customers, whether in person, over the phone, or online.

To maintain a consistent brand image, all communications must adhere to the following standards:

Logo Usage: The company logo must be used as specified in the brand guidelines. It should not be altered, distorted, or used in inappropriate contexts.

Colour Palette: Use the official company colours in all marketing materials and communications. Refer to the brand guidelines for the exact colour codes.

Typography: Use the designated fonts for all written communications. Avoid using unauthorized fonts that do not align with the brand's visual identity.

9 Telephone Answering

The telephone will normally be answered within three rings.

All persons answering PLPC calls will answer in a welcoming and professional manner clearly identifying the company name, all calls will be directed to the requested person where possible.

For any missed calls, staff are expected to call back when they are next available, and it is safe to do so.

10 Emails

Emails will be used for work use only and content will be kept professional, minimal and relevant to the contacts included.

All staff are to use the same format for their email signature.

Any information received where intended for other employees, will be notified/redirected to relevant staff where necessary.

Out of office replies will be used during periods of annual leave with expected date of return.

11 Social Media Use

Employees are encouraged to engage with social media responsibly:

- **Personal Accounts:** When mentioning the company on personal social media accounts, employees should be mindful of the impact on the company's image. Avoid sharing confidential information or making negative comments about the company.
- **Official Accounts:** Content posted on official company social media accounts must be approved by the marketing team and adhere to the brand guidelines.

12 Confidentiality

As with every aspect of company activity, confidentiality is of paramount importance. Staff will not discuss or divulge details of individuals either within or out with the company, unless necessary for the conduct of company business.

If there is a breach or loss of any business information / documentation / emails, this must be reported to the GDPR officer immediately.

13 Landowners

It is our policy that PLPC strive to establish and maintain good relationships with all landowners and tenants by carrying out the following protocols:

- Notify the landowner/tenant before accessing their property
- Discuss and agree access routes and times of access
- Do not cross land using vehicles unnecessarily and, if required, only use the agreed routes
- Do not remove or compromise the security of their walls, fences or hedges
- Report any damage
- Remove waste and redundant materials from site

The Managing Director is responsible for establishing and implementing adequate arrangements within PLPC Ltd. All staff are expected to adhere to the above policy.

Signed:



Dale Harrison
Managing Director

Last Reviewed: Feb 2024
Next Review Date: Feb 2025