



# Social Values Strategy

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# TABLE OF CONTENTS

- 01** ABOUT GSD LONDON
- 02** EXECUTIVE SUMMARY
- 03** OUR IMPACT
- 04** MEASURING SOCIAL VALUES
- 05** SOCIAL VALUE BREAKDOWN
- 06** ENVIRONMENTAL & SUSTAINABILITY
- 07** PEOPLE & COMMUNITY
- 08** RESPONSIBILITY & GOVERNANCE
- 09** WORKING WITH GSD LONDON





## ABOUT GSD LONDON



GSD London is a distinguished London-based commercial painting and decorating firm dedicated to excellence. With an extensive knowledge base and experience in a range of commercial decorating projects, we are equipped to handle diverse and intricate projects with precision. Our track record includes prestigious works such as the O2 Arena, The British Library, Young V&A Museum, Kings College Hospital, 5-star hotels, and high-value residential properties, cementing our reputation as a trusted and certified industry expert.

We distinguish ourselves through competitive pricing that ensures transparency and accuracy. Our quotes are tailored and can be built from various parameters such as site visits, bills of quantities, take-offs, drawings or specifications. Complemented by a workforce of over 60 qualified painters and decorators, each with a wealth of experience in the trade, we take pride in delivering high quality workmanship with customer support at the forefront.

# Executive Summary

Encompassing environmental, social, and governance standards, our Social Value Strategy guides GSD London towards responsible operations, sustainable practices, and beneficial outcomes for diverse stakeholders. It emphasises environmental conservation, social responsibility, and transparent governance, ensuring businesses contribute positively to the interconnected global landscape and the UN Sustainable Development Goals.

In our pursuit of sustainable and responsible business practices, our Social Values Strategy (Built from ESG, CSR and TOMs) stands as a comprehensive framework designed to deliver positive impacts across our organisational activities. This strategy functions as our guiding roadmap, aligning seamlessly with global standards and best practices to address key challenges.

By seamlessly integrating environmental sustainability, social responsibility, and governance excellence into the very fabric of our business DNA, we position ourselves to forge lasting value for all stakeholders. This strategic integration not only reflects our dedication to responsible business conduct but also equips us to navigate the intricacies of the global business landscape with resilience and purpose.



# Our Impact

GSD London holds an unwavering commitment to positive transformation. Our overarching vision propels us forward, setting the stage for meaningful change. Our Social Values Strategy revolves around three core themes:

**Environmental and Sustainability, People & Communities, and Responsibility and Governance.** These pillars form the bedrock of our dedication to making a positive impact.

Guided by this strategy, we meticulously align our activities with specific UN Sustainable Development Goals, focusing our efforts in targeted areas. Whether it's championing environmental stewardship, uplifting communities, or adhering to ethical standards, our social values approach reflects a holistic commitment.

Our goal is to go well beyond environmental challenges, enhancing the well-being of communities and meeting Responsibility and Governance measures. We are committed to tangible outcomes, ensuring our actions translate into meaningful impact.

## OUR ACCREDITATIONS

We are CHAS Premium Plus, ConstructionLine Gold and Acclaim accredited, and also conform to ISO 9001 (Quality Management), 14001 (Environmental Management) and 45001 (Health & Safety).



# Measuring Social Values

## In Collaboration - TOMs

The National TOMs Framework originated as a strategic response to the Social Value Act, emerging as a pioneering solution. Over time, it has transcended its initial purpose, evolving into a widely recognised and adopted social value measurement standard throughout the United Kingdom. This transformation underscores the framework's adaptability and resonance within the dynamic landscape of social value assessment.

## Proxies Values

The National TOMs social value proxies (the Proxy Values) are developed from adaptations of cost benefit analysis and appraisal techniques as outlined in the Treasury Green Book and other relevant public-sector guidelines. The Proxy Values require the valuation of "non-market goods and services" and the National TOMs approach aims to be consistent with the relevant techniques outlined in these guidelines.





# Social Values Breakdown



## Environmental & Sustainability

We embed sustainability in our ethos. Transitioning from fossil fuels, reducing waste and driving impactful change through a range of effective initiatives.



## People & Community

Fostering vibrant communities, empowering individuals. Our mission, extending to social responsibility, encouraging diversity, inclusion, and quality of life.



## Responsibility and Governance

Ethical governance and responsibility shape our ethos. Committed to transparency, accountability, and leadership excellence for enduring organisational resilience and trust.







# Enviromental & Sustainability



# Environmental & Sustainability

At the core of our mission is the urgent recognition of the need for decisive action to preserve the natural environment and ensure the enduring availability and enjoyment of ecosystems.

Guided by our mission “to help protect and improve the environment, conserve resources, and tackle climate change for the benefit of current and future generations”, sustainability is not just a practice but a fundamental principle embedded in our business ethos. We’ve set forth ambitious short and long-term targets that transcend the conventional, aiming to accelerate our transition away from fossil fuels, enhance decision-making through a comprehensive life cycle emissions approach, and significantly reduce waste in our processes.



## IDENTIFIED SDGS TO MEET OUR ENVIRONMENTAL OBLIGATIONS.



## GSD Key Targets



Meet Net Zero Carbon  
Emissions by 2030



**100%**  
of company vehicles are  
now EV/PHEV



**100%**  
of energy procured via  
green energy

## GSD Achievements



**75%**  
of company vehicles are  
now EV/PHEV



**15%**  
absolute reduction in  
Carbon Emissions since  
2020



**45%**  
reuse of waste materials  
across GSD London Sites



**ISO 14001**  
Achieved ISO 14001  
Standard



**100%**  
compliance to regulatory  
permits and consents and  
zero prosecutions



**50%**  
water consumption  
reduction on the baseline  
year



# People & Community

**GSD**  
LONDON

# People & Community

GSD London holds commitment to fostering vibrant communities and empowering individuals. Recognising that our success is intricately intertwined with the well-being of those we serve and the communities we operate in, we embark on a journey guided by the imperative to make a positive impact on People & Community.

Our mission, encapsulated in the pledge “to help protect and improve the environment, conserve resources, and tackle climate change for the benefit of current and future generations,” extends seamlessly to encompass social responsibility. We are dedicated to initiatives that uplift communities, champion diversity and inclusion, and enhance the overall quality of life for individuals. Through transparent communication, equitable practices, and community engagement, we aim to build lasting relationships and contribute to the welfare of people and local communities.



## IDENTIFIED SDGS TO MEET OUR COMMUNITY OBLIGATIONS.

8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES





GSD Key Targets



Further maximise social value and growth in the communities we serve



85%  
local supplier spend



Work with 5 Unique & Local Charities

GSD Achievements



75%  
of our spend is with local supply chains



154  
new jobs in the community created. (2015-2023)



3  
apprenticeship opportunities created.



95%  
employee positive engagement rate



1  
working with 1 Local Charities



100%  
adherence to internal FIR/ DEI Policies

# Responsibility & Governance



# Responsibility & Governance

Responsibility & Governance practices are foundational to our company ethos. At the core of our mission is the understanding that responsible business conduct and effective governance are pivotal in ensuring the longevity and resilience of our organisation and team members.

Guided by our overarching mission “to help protect and improve the environment, conserve resources, and tackle climate change for the benefit of current and future generations,” our responsibility extends beyond environmental stewardship. We uphold a governance framework that values transparency, ethical decision-making, and accountability. This section unfolds our commitment to sound corporate governance, ethical business practices, and responsible leadership. Through these principles, we strive not only to meet regulatory standards but to set a benchmark for excellence, fostering a culture of integrity and trust in all our endeavours.



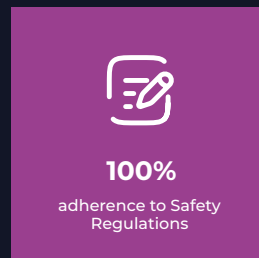
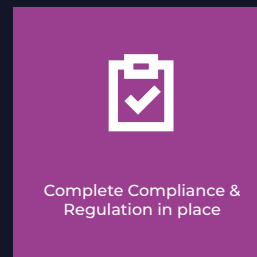
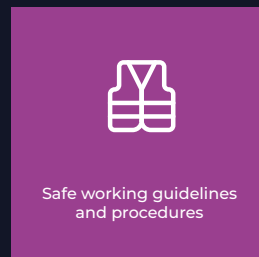
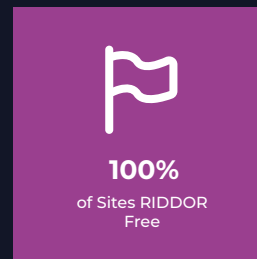
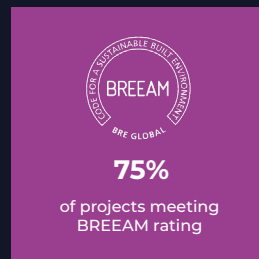
## IDENTIFIED SDGS TO MEET OUR GOVERNANCE OBLIGATIONS.



## GSD Key Targets



## GSD Achievements





# WORKING WITH GSD

With our dedication to excellence, meticulous attention to detail, and tailored approach, GSD London allows for a smooth and hassle-free collaboration experience. Allow us to enhance your project with our unwavering commitment to achieving excellence.

Reach out to us today to schedule a complimentary consultation.

## Work with GSD

### HIGHLY RATED

GSD London holds a strong portfolio with more than 350 completed projects, accompanied by a diverse collection of outstanding testimonials.

**+350**  
PROJECTS  
COMPLETED

### HIGHLY TRAINED

GSD London oversees a team of more than 60 extensively trained professionals, each possessing substantial expertise in the industry.

**+60**  
ACTIVE GSD  
OPERATIVES





## SOCIAL VALUE STRATEGY 2024

## CONTACT

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