

## Challenges:

As a manufacturing company, CCL Group faces several significant challenges around sustainability. These challenges span across sourcing raw materials, production processes, and packaging. As part of its sustainability journey, the company has recently introduced economical working on-site (costings), reducing stock and wastage, and local sourcing by using local suppliers rather than online. The Sales teams travel in electric and hybrid cars and use trains for city-based meetings. In terms of packaging, CCL Group offers products in new retail packaging with packaging-free options for contracts.

Regarding social responsibility, after a sustainability workshop, CCL Group became aware of Mates in Mind and is revamping its Mental Health strategy to create a more robust approach. This includes establishing mental health ambassadors who are trained staff members available for support and signposting for employees who may find it difficult to speak to colleagues. The company has also implemented mental health days and family crisis days (WFH). Additionally, CCL Group subsidises a monthly Body Rest Clinic where staff can receive injury treatment, sports massage, injury rehabilitation, chiropractic treatment, and nutritional therapy sessions in the office during working hours. The company has also engaged with the wider community by supporting a local youth football team with football kits.

One major challenge for CCL Group is sourcing raw materials. Ensuring that raw materials are sourced sustainably is a complex task. The company must verify that suppliers adhere to ethical practices and environmental standards. For instance, procuring sustainable raw materials often involves choosing suppliers who avoid deforestation and employ fair labour practices. This sometimes results in higher costs and longer lead times, which can impact the production schedule and pricing strategy.

Waste reduction also presents a significant challenge. The production process inevitably generates waste, which must be managed responsibly. CCL Group has implemented several waste reduction initiatives, such as recycling and reusing materials wherever possible. For example, scrap metal from the production process is

## Fact box



### Company

CCL group of Companies

### No of employees

60

### HQ

North Warnbrough, Hook

### Website

<https://www.ccl-wetrooms.co.uk/about-us/ccl-group-of-companies/>

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### Services

As a specialist manufacturer of Wetrooms/Bathrooms products exclusively for UK floor constructions, CCL Building-Products takes great care in sourcing raw materials, guaranteeing a robust QA process in place at all stages of design manufacture and logistical operations. Wetrooms-UK specialises in the design, supply, and installation of shower and washdown drainage systems, waterproofing and decoupling membrane to floor and walls offering 10-year installation guarantee. Cast Contracting Ltd has 26years record for providing the highest level of design, QA and installation of structural waterproofing and gas membrane.

### About

*Based in Hampshire, The CCL Group of Companies consists of; Cast Contracting Ltd, CCL Building Products and Wetrooms UK. The group provide market leading waterproofing solutions for all structural waterproofing and water management projects, as well as leading the way in design, manufacture and installation of commercial and residential wet rooms. With over 30 years' experience within the waterproofing industry, we are able to provide superior solutions for all waterproofing projects across the UK. We pride ourselves on understanding our clients' requirements and delivering the most appropriate and cost-effective waterproofing solutions for their construction projects.*

recycled, and packaging materials are reused. Despite these efforts, finding innovative ways to further reduce waste remains an ongoing challenge.

While CCL Group has made noteworthy progress in its sustainability efforts, challenges remain. By continuously striving to improve practices in sourcing raw materials, reducing carbon emissions, minimizing waste, promoting inclusivity, and enhancing recycling management, the company aims to meet present needs without compromising the ability of future generations to meet theirs.



## Impact:

Engaging with the School through online modules, seminars, and assessments has significantly benefited CCL Group. This engagement has allowed the company to create a customized learning path for its employees and has also improved its CPD-style learning. The flexibility of the online modules and YouTube links has made it easy for most employees to participate, including recent inductions for warehouse operatives. This initiative aims to raise awareness of sustainability in the workplace. Tailored resources for each department have led to notable improvements in fairness and awareness of FIR (Fairness, Inclusion, and Respect), as well as enhancements in recycling efforts. Networking events have enabled the company to gain insights into other members' best practices regarding health and safety and mental health. CCL Group has recently started using the sustainability logo on its communications to demonstrate its commitment to the journey toward net zero.

## Engagement events:

CCL Group has attended training workshops and seminars, which have had a notable impact. One significant outcome is the company's appointment of a Fairness, Inclusion, and Awareness Ambassador, responsible for spreading this knowledge throughout the workforce. Additionally, mental health awareness workshops have been highly impactful, leading to the introduction of mental health schemes and anonymous helplines for employees struggling within the organisation.

## Resources:

**Assessments** – The assessments provided for CCL Group were found to be easy and straightforward. Regular updates on the number of learning sessions completed and the time spent on these sessions helped reassure participants and created a reliable record of the time invested in learning.

**Action plan** – The action plan proved incredibly useful for CCL Group. It benefited the business by offering a curated planner that created a bespoke learning process tailored to the individual needs of each learner. This personalization ensured that employees received the most relevant and effective training, enhancing their skills and performance.

**E-learning modules** - E-learning modules were useful to CCL Group's learning plans. Their flexibility allowed learners to engage with the material at their own pace, which was particularly beneficial for accommodating different schedules and learning preferences. The modules significantly impacted the

business by providing accessible, consistent, and effective training that supported the overall learning strategy.

## Value gained:

Engagement with the School has significantly improved CCL Group's best practices. Initially, the company joined the School as a requirement from a national house builder supply chain. However, the value of membership quickly became evident, proving to be a valuable resource. CCL Group has gained extensive knowledge about sustainable procurement and efficient cost management, providing a competitive advantage. The School introduced relevant standards such as ISO 4401 and ISO 20440, sparking interest in creating a company account within its database. This education has influenced CCL's approach to carbon emissions, supply chain scrutiny, and the journey toward a net-zero carbon economy. For example, through recycling initiatives, CCL has reduced unnecessary waste by re-moulding waste metal and reusing packaging materials.

Additionally, membership reassures customers of CCL Group's commitment to a sustainable future and proactive steps toward environmental improvement. This dedication has enhanced the company's reputation and increased customer trust. Furthermore, the School has heightened CCL's focus on inclusion and diversity in the workplace, promoting a zero-tolerance policy for discrimination.

## Future proofing:

CCL Group aims to increase employee participation in the School. The company is committed to dedicating time to the continuous knowledge-based improvement of its workforce by utilizing the School's resources. CCL Group encourages attendance at seminars and workshops, fostering both personal and professional growth across various modules, including management, retrofit, digital, and people-focused training. The focus remains on creating tailored learning paths for all employees to ensure their development aligns with both individual needs and company goals.