



Company Information

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Registered in England No. 5664836

Introduction to Carter Roe

Formed in 1992 Carter Roe has worked with companies from both the private and public sectors. The agency's key strengths are in shaping an organisation's visual identity and its external and internal communication material ensuring it is effective and professional.

We offer a broad spectrum of services including:

- Visual Identity/Branding
- Graphic Design
- Advertising Concept and Design
- Print Purchasing and Management
- Copywriting
- Publishing
- Photography
- Web Design
- Emarketing (Eshots, Enewsletters etc)
- Online digital publications (page-turning brochures etc)

We have built many long-term relationships with our clients which have grown through understanding their objectives and giving sound advice and support where necessary. Our experienced and qualified creative people are attentive, honest and dedicated to delivering practical and cost effective results.

Working with our Clients

Carter Roe has worked with public sector organisations and NGOs including North London Ltd (re-generation partnership of four north London boroughs) and the London boroughs of Islington and Croydon. Currently, the agency designs and produces internal and external communication material for Peterborough City Council.

In the private sector the agency has worked for: GE Lighting; Hanson Brick; Anglian Water and Emap. This work has covered a variety of marketing communications disciplines including visual identity, advertising concepts, design of marketing collateral and the production of training films.

Carter Roe also publishes its own magazine, Hospitality Interiors and is able to provide editorial input, photography and print management.

Working with Brand Guidelines

Over time we have worked with organisations such as: GE (General Electric); Hanson Brick; Anglian Water Group; Emap and Oasis Floral Products. All of which are corporations that demand strict adherence to the maintenance of brand standards and which allow no deviation from brand guidelines.

In creating visual identities for other organisations we have produced brand guidelines as part of the assignment. An example of this was in 1998 when we developed a new visual identity for Peterborough City Council (PCC). As a new unitary authority PCC asked us to produce comprehensive brand guidelines to ensure the new brand was used correctly and consistently by both internal and external partners over the Council's wide range of printed media, signage, uniforms and vehicles.

Other organisations for which we carried out similar exercises include: North London Limited; a re-generation NGO; Greater Peterborough Investment Agency; Just Housing; and the Elliott Group which is part of Algeco, Europe's largest supplier of portable buildings work and living spaces

Experience with Clients

- **Peterborough City Council**

Carter Roe began working with Peterborough City Council in 1998 when it became a Unitary Authority. After taking part in a three-way pitch we were awarded the assignment to produce the Council's visual identity. Over the last 10 years Carter Roe has also produced a wide range of communication material for Peterborough City Council covering many different aspects of the Council's internal and external business. (As shown in our brochure)

In January 2004 Carter Roe first produced 'Your Peterborough', the Council's resident newspaper, and at this time was responsible for design, photography and print management. In 2006 we re-designed the format from A3 (tabloid), to its current A4 magazine format. The publication was short-listed this year in the national CIPR Awards for Local Authority External Communication Material.

- **North London Ltd**

North London Ltd is a regeneration agency supported by the London Development Agency. We were asked to provide a brand that would represent the river Thames and the four boroughs which constitute North London: Enfield; Haringey; Barnet and Waltham Forest. The graphics within the logo sweep northwards to Milton Keynes and Cambridge, an aim that was central to the brief and important in reflecting the Government's plan to link North London with provincial areas where significant development is expected to take place.

- **Other Clients**

Carter Roe has also worked with the Greater Peterborough Investment Agency, whose aim it was to attract inward investment; and the Leicester Development Agency in creating a new visual identity. In the private sector we have worked for:

- Smiths Gore
- Smithers Oasis
- GE Lighting
- Hanson Brick
- Emap
- Elliott Group
- British American Insurance
- Ecclesiastical Insurance Group
- Anglian Water
- Business Link for Cambridgeshire

This work has covered a variety of marketing communications disciplines including visual identity, advertising concepts, design of marketing collateral and the production of training films.

Companies We Have Worked With



Referees:

- **Smithers Oasis UK Ltd**

Address: Crowther Road, Crowther Industrial Estate, Washington, Tyne-and-Wear

Telephone: 0191 417 5595 Fax: 0191 417 8516

Name of person to contact: Anthony Hart

Brief description of work: Design for print (brochures, leaflets etc), Advertising

- **Elliott Group**

Address: Manor Drive, Peterborough, PE4 7AP

Telephone: 01733 298700 Fax: 01733 573543

Name of person to contact: Rod Hepper

Brief description of work: Design for print (brochures, leaflets etc), Advertising, Web

- **Just Housing**

Address: Just Housing Ltd, Milton House, 1 Milton Road, Peterborough, PE2 8DZ

Telephone: 0151 342 8750 Fax: 0151 348 4454

Name of person to contact: Terry Page

Brief description of work: Branding, Design for print (brochures, leaflets etc)

- **North London Ltd**

Address: The Chapel, Leighton Bromswold, Huntingdon, PE18 OFH

Telephone: 01480 891954

Name of person to contact: Hugh West

Brief description of work: Branding

- **Peterborough City Council**

Address: PCC, Town Hall, Bridge Street, Peterborough, PE1 1QT

Telephone: 01733 452577

Name of person to contact: Rachel Gordon

Brief description of work: Branding, Design for print (brochures, leaflets etc)

Environmental Policy Statement

Carter Roe recognises that day-to-day operations can impact both directly and indirectly on the environment. We aim to protect and improve the environment through good management and by adopting best practice wherever possible. Carter Roe will work to integrate environmental considerations into our business decisions and adopt greener alternatives wherever possible, throughout our operations.

In all our activities we aspire to:

- Comply fully with all relevant legal requirements, codes of practice and regulations.
- Prevent pollution to land, air and water.
- Reduce water and energy use.
- Minimise waste and increase recycling.
- Identify and manage environmental risks and hazards.
- Involve customers, partners, clients, suppliers in the implementation of our objectives.
- Promote environmentally responsible purchasing.
- Improve the environmental efficiency of our transport and travel.
- All employees are responsible for working towards the objectives within this policy.

Equal Opportunities Policy Statement

1. Introduction

Carter Roe recognises that it is essential to provide equal opportunities to all persons without discrimination. This policy sets out the organisation's position on equal opportunity in all aspects of employment, including recruitment and promotion, and provides guidance and encouragement to employees at all levels to act fairly and prevent discrimination on the grounds of sex, race, marital status, disability as defined by the Disability Discrimination Act 1995, part-time and fixed term contract status, age, sexual orientation or religion.

2. Definition of Discrimination

- (a) Discrimination can be direct or indirect. Both forms of discrimination must be avoided.
- (b) Direct discrimination occurs when one person is treated less favourably than another on grounds relating to sex, race, marital status, age, disability, sexual orientation or religion.
- (c) Indirect discrimination occurs where a requirement is imposed which can be complied with by a smaller proportion of persons of a particular sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion, than persons in another group and which is not objectively justifiable in the given situation. Examples include:
 - seeking job applications only from persons under 27 years of age and with five years' post-graduate experience;
 - demanding technical qualifications for a job which are not strictly necessary;
 - sending only full time employees on training courses.

3. Statement of policy

- (a) It is the policy of Carter Roe to ensure that no job applicant or employee receives less favourable treatment on the grounds of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion, or is disadvantaged by conditions or requirements that cannot be shown to be justifiable. The organisation is committed not only to its legal obligations but also to the positive promotion of equality of opportunity in all aspects of employment.
- (b) The organisation recognises that adhering to the Equal Opportunities Policy, combined with relevant employment policies and practices, maximises the effective use of individuals in both the organisation's and employees' best interests. Carter Roe recognises the great benefits in having a diverse workforce with different backgrounds, solely employed on ability.
- (c) The application of recruitment, training, and promotion policies to all individuals will be on the basis of job requirements and the individual's ability and merits.
- (d) All employees of the organisation will be made aware of the provisions of this policy.

4. Recruitment and promotion

- (a) Advertisements for posts will give sufficiently clear and accurate information to enable potential applicants to assess their own suitability for the post. Information about vacant posts will be

provided in such a manner that does not restrict its audience in terms of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion.

- (b) Recruitment literature will not imply a preference for one group of applicants unless there is a genuine occupational qualification which limits the post to this particular group, in which case this must be clearly stated.
- (c) All vacancies will be circulated internally.
- (d) All descriptions and specifications for posts will include only requirements that are necessary and justifiable for the effective performance of the job.
- (e) All selection will be thorough, conducted against defined criteria and will deal only with the applicant's suitability for the job. Where it is necessary to ask questions relating to personal circumstances, these will be related purely to job requirements and asked to all candidates.

5. Employment

- (a) Carter Roe will not discriminate on the basis of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion in the allocation of duties between employees employed at any level with comparable job descriptions.
- (b) Carter Roe will put in place any reasonable measures and/or adjustments within the workplace for those employees who become disabled during employment or for disabled appointees.
- (c) All employees will be considered solely on their merits for career development and promotion with equal opportunities for all.

6. Training

- (a) Employees will be provided with appropriate training regardless of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion.
- (b) All employees will be encouraged to discuss their career prospects and training needs with their Manager.

7. Monitoring

- (a) It is the responsibility of the Director to ensure that all aspects of this policy are kept under review and are operated throughout the organisation.
- (b) Where it appears that applicants/employees are not being offered equal opportunities, circumstances will be investigated to identify any policies or criteria which exclude or discourage certain employees and, if so, whether these are justifiable.

8. Grievances and victimisation

- (a) Carter Roe emphasises that discrimination is unacceptable conduct which may lead to disciplinary action under the organisation's Disciplinary Procedure.
- (b) Any complaints of discrimination will be pursued through the organisation's Grievance Procedure.

Quality Policy Statement

The objectives which underpin the policy are:

1. To develop a full understanding of the needs of our customers.
2. To work in close co-operation with clients, customers, and suppliers to provide the right quality work and service, first time.
3. Actively seek customer feedback and to use this as a format for continuous assessment and improvement.
4. To develop the potential of our employees to ensure all members of staff are capable of undertaking work required in a safe and responsible manner, in accordance with the Company's Health and Safety and Environmental policies.

Achievement of these policy aims involves all staff, who are individually responsible for the quality of their work, resulting in a continually improving working environment for all.

Carter Roe is fully committed to delivering the objectives of this quality policy statement within all its activities and work undertaken by the Company.

Carter Roe has implemented a management structure that is based on the quality and commitment of its professional and experienced management and staff.

Our Directors have a specific responsibility for ensuring that the management structure reflects the quality standard, so that compliance with this Quality Policy is maintained and improved.

We are continually developing the Company's operation and upgrading of IT systems and invest to a high degree in staff training to professional level.

Carter Roe's approach is to listen to our clients and customers and to openly discuss the individual requirements of every contract, thus ensuring that our clients remain fully satisfied with our service delivery.

Carter Roe's management and supervisory staff has the authority to make decisions, within the scope of their responsibilities, and is charged with working in accordance with the documented procedures.

Carter Roe's objectives are:

- To continue to meet in full the requirements of the client.
- To reduce waste and loss.
- To carry out all our activities within our environmental policy guidelines, thus helping to ensure a sustainable environment for the benefit of the community.
- To continually identify improvements to existing working practices.

In order for Carter Roe to achieve the above objectives, every employee must:

- Understand customer and client needs.
- Be responsible and accountable for the quality of work.