

Ethical Code of Conduct

Confidentiality

We are committed to maintaining the highest degree of integrity in all our dealings with potential, current and past clients, both in terms of normal commercial confidentiality, and the protection of all personal information received while providing the business services concerned. We extend the same standards to all our customers, suppliers and associates.

Ethics

We always conduct our own services honestly and honourably and expect our clients and suppliers to do the same. Our advice, strategic assistance and the methods imparted through our training, take proper account of ethical considerations, together with the protection and enhancement of the moral position of our clients and suppliers.

Duty of care

Our actions and advice will always conform to relevant law, and we believe that all businesses and organisations should avoid causing any adverse effect on the human rights of people in the organisations we deal with, the local and wider environments, and the well-being of society at large.

Conflict of Interest and Client Confidentiality

Due to the confidential and sensitive nature of our business, we take reasonable steps to avoid situations that could create an actual, potential, or perceived conflict of interest between clients. We will not knowingly undertake work for a direct competitor of an existing client where doing so could compromise confidentiality, impartiality, or the client's legitimate business interests. Following the completion of an engagement, any decision to provide services to a former client's competitor will be subject to a conflict-of-interest assessment and appropriate safeguards to protect confidential information.

Contracts

Our contract will usually be in the form of a detailed proposal, including aims, activities, costs, timescales and deliverables. The quality of our service and the value of our support provide the only true basis for continuity. We always try to meet our clients' contractual requirements.

Fees

Our fees are always competitive for what we provide, which is high quality, tailored, specialised service. As such we do not generally offer arbitrary discounts; generally, a reduction in price is only enabled by reducing the level or extent of services to be delivered. That said, we always try to propose solutions which accommodate our clients' available budgets and timescales. Wherever possible we agree our fees and basis of charges clearly in advance, so that we and our clients can plan reliably for what lies ahead, and how it is to be achieved and financially justified

Payment

We aim to be as flexible as possible in the way that our services are charged. We make no attempt to charge interest on late payments, but in some of our contracts we "MAY" charge interest, so we expect payments to be made when agreed. Our terms are generally net monthly in arrears.

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Intellectual property and moral rights

We retain the moral rights in, and ownership of, all intellectual property that we create unless agreed otherwise in advance with our clients. In return we respect the moral and intellectual copyright vested in our clients' intellectual property.

Quality assurance

We maintain the quality of what we do through constant ongoing review with our clients, of all aims, activities, outcomes and the cost-effectiveness of every activity. We encourage regular review meetings and provide regular progress reports.

Professional conduct

We conduct all our activities professionally and with integrity. We take great care to be completely objective in our judgement and any recommendations that we give, so that issues are never influenced by anything other than the best and proper interests of our clients.

Equality and discrimination

We always strive to be fair and objective in our advice and actions, and we are never influenced in our decisions, actions or recommendations by issues of gender, race, creed, colour, age or personal disability.

Name: Andrew Norris

Position: Managing Director

Signed:



Date: 03.09.2026

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