



ANNUAL REPORT

2023/2024

Working in partnership with



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Words from our Managing Director

2023/24 has been a great year for Axil, marking our sixth anniversary and welcoming our 200th team member.

We've celebrated fantasticsignificant milestones, maintained high service levels, and introduced innovative measures that have delivered significant savings for our customers.

As always, we focused on client partnerships to recycle and reuse waste, viewing it as a resource rather than mere disposal. We've won prestigious new customers and moved into new sectors, using fresh ideas and digital intelligence to enhance waste management.

Founded in 2018, Axil was built on the belief that organisations deserve more than waste removal. In a market emphasising sustainability, we've turned challenges into opportunities, re-engineering waste, and delivering substantial savings. Our leadership team, from diverse waste backgrounds, always had a vision of what success looked like in a busy marketplace. The key has been bringing together the right team, united by a 100% commitment to excellent customer service (2023 survey) and an internal culture centred on integrity, teamwork, and environmental stewardship.

This year, we were recognised at both local and industry awards, with our most significant achievement being named one of the best places to work by The Sunday

Times—listed among so many great organisations.

Looking ahead, Axil is committed to individual excellence and teamwork. With innovation at our core, a dedicated community, and support for SMEs and local employment, we're poised for even greater achievements. Our ambitious growth goals include expanding into new UK sectors, viewing waste management as an opportunity for innovation rather than disposal.

Axil isn't just a workplace; it's an experience. We thrive on fun, ownership, and innovation, focusing on exceeding expectations and achieving the best waste solutions. We're proud of our journey since 2018 and thank everyone who has supported us.

None of this would be possible without the support of our incredible team, partners, customers, and our supply chain. We have a dedicated and energetic team here, made up of experienced as well as young minds delivering first-class products and services. While growth is challenging, we won't forget our roots and the people who got us here.

Edward Piggy
Managing Director

“We believe in securing a sustainable future through responsible resource management, technological deployment, education, and innovation. We want to do more, with less.”



Paul Cooke

Operations Director

One standout accomplishment has been the growth of our mobile team, drivers, management and operatives as we continue to add more customers and keep our existing ones.

This growth has allowed us to transition further from outsourcing our training to delivering it inhouse, tailored to each site's unique needs. The scope of in-house trainers has increased to managers as well as the mobile team which gives us more depth in capability and has allowed us to maintain great service levels across various projects.

Witnessing the expansion of our Operations team has been incredibly gratifying. With growth comes opportunity, and we've been able to promote from within, 27%, providing high quality management and leadership training to support our team members' professional development and to sustain our quality offering across the board.

Our strategy is to continue our growth, enhance internal training, and maintain our high standards of Health & Safety. As we transition our processes to online software and expand our fleet of vehicles, we remain committed to excellence in all aspects of our operations.



Phil Newbury

Systems & Services Director

Over the past year, our service delivery team has experienced significant growth and success.

We've made great strides in shifting waste management from a backend function to a key component of every business's operations.

Our 96% call answer rate and expanded team reflect our unwavering commitment to exceptional service. By leveraging data and technology, both in our offices and on-site, we are providing clients with deeper insights into their waste management processes, helping them unlock real value. We've enhanced our service delivery with improved technical support, training, and consulting, and continue to develop robust operational policies and procedures to ensure compliance and excellence.

While this year has been remarkable, we recognise that there's still much more to achieve. Our focus will remain on further improving environmental performance and operational efficiency through our enhanced client portal and investments in technologies, including AI. We are committed to setting new industry standards while maintaining a personal touch in all our services.



Jason Lang

Commercial Director

This year has been a record-breaker for Axil. We've maintained our 97% client retention rate, secured numerous new contracts, and significantly boosted our business growth.

At the start of our client relationships, we encourage a critical re-evaluation of their current practices. While this approach can be challenging initially, it lays the foundation for significant improvements. As our partnerships develop, the benefits become evident: clients see reduced costs, enhanced sustainability, and improved efficiency.

Looking ahead, we're excited to build on this momentum. Our plans include expanding our market presence, driving innovation, and exploring new sectors and regions. By diversifying our portfolio and broadening our geographical reach, we aim to deliver even greater value to our clients and stakeholders.

Our focus remains on achieving our strategic goals while maintaining our commitment to excellence.



Faye Perkins

Director of Marketing Operations

Our focus on further enhancing the client experience across the customer journey, using technology to augment but not replace human interaction, is yielding positive results.

We continue to showcase and gain exposure for our clients' commercial and environmental successes resulting from our collaboration.

Our commitment to being seen as a true partner, embedding our solutions into clients' sites and processes, helps us work together towards their long-term sustainability goals.

Additionally, improving internal communications to engage employees and maintain our family culture is a priority as we continue to grow.

Redefining Waste Management for UK Manufacturers and Critical Sectors

At Axil, we are redefining the narrative of waste management. Our commitment goes beyond the conventional, and we are taking a bold and innovative stance to disrupt the industry. We recognise that the waste landscape is evolving, and we're seizing the opportunity to stand out from the crowd.

Challenging conventional: As industry leaders, we're debunking myths and challenging norms in waste management. True innovation demands breaking away from tradition and moving waste management away from a behind the scenes function. Through provocative content and disruptive strategies, we're reshaping perceptions of waste.

Creativity at the core: We're exploring inventive ways to make waste management lucrative. By embracing innovation and new technologies, we're transforming waste into a valuable resource, benefiting both the environment and our clients' bottom lines

Investigative and insightful: Our commitment to investigation uncovers hidden potentials and untapped opportunities in waste management. Providing insightful perspectives challenges industry norms, ensuring our clients gain a competitive edge.

A new chapter in waste management: We're scripting a bold new chapter in waste management—marked

by creativity and excellence. Our goal is to showcase how innovation can create sustainable, transformative solutions for our clients. Sustainability, efficiency, and profitability drive our comprehensive approach.

At Axil, we're not just managing waste; we're reimagining it.

Achieving value for our clients: Critical to our success is the continuous scrutiny of what we are doing and identifying even better ways to manage waste.

Axil's data-driven approach involves more than just waste management; we interpret data to set objectives that reduce costs and improve environmental performance. We collaborate closely with clients, delivering innovations that support their Net Zero goals, unlocking value through fresh ideas and best practices.

Shared ambition: We share equal responsibility in shaping Axil's future and helping our clients surpass their goals. Our commitment focuses on strong performance and efficiency savings, while maintaining an agile approach to adapt continuously to the challenges of the 21st Century. We collaborate with partners and customers to continuously learn, evolve, and enhance the efficiency of our contracts and services.

Supporting 
Manufacturing

Key Success Metrics



+76 Net Promotor Score®
+72 Employee Net Promotor Score®



3518 hours of employee training completed

27%

roles filled via internal promotions



100%

of employees earning **above** the living wage

85%

staff survey returns



Supplier Code of Conduct communicated to our **TOP 50** suppliers



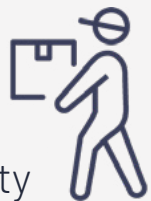
1303 HOURS
employee community support



85%
of our suppliers are SME's

32,270

surplus products redistributed to charity



ZERO
LTI's



7242T

of waste reused or redistributed



100% landfill avoidance
on our own waste arisings

Our Core Services

We offer a comprehensive range of solutions, designed to meet your needs. From tailored waste strategies to innovative problem-solving, our services are designed to deliver value and excellence in every aspect.

Explore our services

Total Waste Management

Waste management, but not as you know it. Partnering with you to drive out costs, maximise material rebates, and achieve your sustainability goals – we get excited about waste, so you don't have to.

- **Waste Prevention & Segregation:** Eliminate waste where possible and ensure segregation by waste stream
- **Increase Recycling:** We increase recycling through improving waste segregation at source.
- **Revenue From Rebates:** Waste is a valuable resource. We guarantee the best possible rebate values for your materials.
- **Reduce Carbon Footprint:** We optimise disposal routes to reduce journeys and consider the carbon impact of the final fate of your waste.

Clinical Waste Disposal Solutions

Whether you're a pharmaceutical manufacturer or life sciences and research facility, Axil's comprehensive clinical waste management services have you covered.

- **Bins, Boxes & Bags:** Containers supplied for the safe and compliant disposal of contaminated masks and disposable personal protective equipment (PPE), including gowns and gloves.
- **Washing Stations & Signage:** Supply of hand-washing stations, room and workstation partitions, and social distancing reminder signage.
- **Sterilisation Services:** On-site and vehicle sterilisation – offered as a one-off, as part of regular maintenance, or as part of our total waste management service

Hazardous Waste Solutions

Our years of experience mean we can handle a huge range of waste, including even the most difficult substances. We'll even find ways to recycle or treat waste not typically accepted for recycling wherever possible.

- **Hazardous Waste Assessment:** Our team of highly skilled technical experts will assess all hazardous waste to determine the suitability for processing and disposal.
- **Collection & Disposal:** We will collect your business or commercial hazardous waste quickly and efficiently. Our supply chain is fully audited so you can be assured of compliant and safe disposal.
- **Hazardous Waste Storage:** Our unique HazPods(R) hold multiple waste streams in one container – provided different categories are appropriately bagged. This reduces the number and type of containers, as well as reducing repacking of hazardous wastes.
- **In-House Chemists:** Trained to understand the chemical make-up of waste, our chemists ensure waste items are safely packed for transportation and onward journeys to destination.
- **Improve Health & Safety:** At the forefront of our values, we improve housekeeping across your site to ensure staff safety, and compliant waste disposal.
- **Reporting & Compliance:** Our portal shows how we're handling your waste and supplies data to support your ESG and CSR goals.

Waste Training

Our training will ensure that all managers and supervisors that influence waste management activities are equipped with the knowledge and skills to:

- **Manage Risk:** With an increased awareness of legal compliance, documentation and legislation changes, managing risk will be a breeze.
- **Embed Best Practice:** Understanding the resource value of waste and how to apply the waste hierarchy will allow you to embed best practice at each stage of your wastes journey.
- **Ensure Legal Compliance:** Enhance your team's confidence with upcoming strategy and legislation changes so that legal compliance is measured and achieved throughout.
- **Drive Continuous Improvement:** Learning linear and circular economy concepts will drive waste innovation and continuous improvement.

Additional Services

- Emergency Spill Response
- Emergency Tankering
- Fire Clearance
- Interceptor Waste Disposal

Our Investment Model

At Axil, our investment model is built on a foundation of efficiency and sustainability, reflecting our core values and strategic goals.

This year, we focused on essential investments in transport and equipment to ensure we maintain a lean operation and deliver high-quality services. Equally important has been our commitment to investing in our people and their skills, recognising that a skilled and motivated team is vital to our ongoing success.

We are guided by the principles of Reduce, Recycle, Recover, which drive our efforts to support a circular economy. These principles enable us to help our clients achieve their Net Zero objectives by promoting sustainable practices, reducing reliance on finite resources, and advancing innovative waste management solutions.

As the trend towards domestic manufacturing strengthens, we see significant value in contributing to the UK's economic growth and local employment. Our dedication to sustainability and circularity aligns with the broader industry shift and supports a greener future for all.

By integrating these values into our operations, Axil is positioned to enhance both our environmental impact and operational efficiency. Our strategic approach to investment underscores our commitment to a sustainable, resilient, and economically robust future.

“

“Our dedication to sustainability and circularity aligns with the broader industry shift and supports a greener future for all.”

Purpose, Vision & Values

What we stand for

Our four core values help our employees to understand how they can contribute to building a positive and customer focused culture for everyone at Axil.

They resonate with both the Axil team and our clients, aligning to ensure we are all working together to exceed client objectives.

Our Purpose

Re-engineering waste to reduce environmental impact and cost.

Our Vision

Leading the way for sustainability by creating practical solutions today.

Our Mission

To be a trusted partner in waste management, empowering our customers to make informed, data-driven decisions that significantly reduce their environmental footprint. Our goal is to set new industry standards while minimising environmental impact.

OUR VALUES



Integrity

We are honest and transparent, building trust with those we work with.



Teamwork

We achieve more together than we do alone.



Partnership

We work collaboratively with our partners.



Environmental Stewardship

We reduce environmental impact.

Customer Excellence Pillars

1

Ensure the customer is the priority for every member of the Axil team.

3

Use technology, where appropriate, to enhance the customer experience, whilst remaining human!

2

Work collaboratively and openly from the start to develop trusted partnerships with our clients.

4

Train and improve our people to understand and prioritise customer excellence.

What We Do

We are an ambitious team that specialise in Total Waste Management.

Why We Do It

We are passionate about changing the way waste is managed to improve environmental performance and productivity.

How We Do It

We innovate, we are creative, and keep things simple.

Who We Do It For

We serve all UK manufacturers and critical sectors

Value We Bring

We take costs out, increase recycling and enhance compliance, safety, and adherence to the waste hierarchy.

Operations

The Operations team has played a key role in securing contract renewals, actively supporting the retention of five contracts with dedicated on-site ops teams serving our customers.

A substantial focus has been directed toward enhancing vehicle and pedestrian segregation across our sites to ensure both the Axil team and our clients can work in a safer environment.

The Transport team has consistently executed **over 180 movements per month, up from 155-160 the previous year**. Additionally, they have contributed to some of the largest one-off customer projects, such as the notable collaboration with Church and Dwight.

The **integration of the BMW team into the Axil family is now complete**, creating seamless collaboration and operational cohesion.

Trials aimed at improving on-site recycling levels through the implementation of a picking line have

yielded success at both BWM and BMW sites. These successful trials will be scaled and fully implemented in the coming months, **furthering our commitment to enhancing recycling practices**.

A considerable amount of new business is already operational, with much more scheduled to go live in the upcoming quarter.

Successfully secured and retained a significant number of new contracts, including **Lush, LEVC, BMW Group, Beko Europe, Birmingham Wholesale**, contributing a substantial annual value.

Expanded our team to **200 members, reflecting a 20% increase in workforce**.

Client Savings

£2million

saved for clients through optimised waste strategies

Transport Efficiency

33T of CO2e

and >22K miles **saved** through route efficiency

Resource Stewardship

94%

to **reuse, recycling, and recovery**

Landfill Diversion

>99%

diversion of customer waste from landfill





FM Development

Our commitment to comprehensive solutions extends beyond technical aspects, uniquely blending technical expertise with a deep understanding of the human side of facility management.

The FM sector remains a high-growth area for Axil, with over **£10 million in new opportunities currently being pursued.**

We've established strong partnerships with Facilities Management (FM) companies, including **CBRE.**

Axil excels in managing both **reactive and non-reactive waste**, enabling clients to focus on the core aspects of facility management. Our expertise lies in meticulously planning waste removal from client premises, **ensuring compliance and cost-effectiveness.** This involves staff, stakeholders, and service users across all organisational levels.

Included in our record-breaking **new business**

growth is nearly £5 million within our FM sector. Some highlights include:

- **Alstom:** Various train manufacturing and maintenance sites.
- **BPL:** Blood testing laboratory in North London.
- **Cummins:** Additional services at the Coventry location.

New business growth is nearly £5 million within our FM sector

“

"I would recommend Axil and believe there's still more potential for us to explore together. Operational delivery has been excellent, they consistently fulfil their promises, and the support has been outstanding. Compared to other established supply chains, Axil has been superior from the start, proactively seeking data and information to find the best solutions."

CBRE Global Workplace Solutions

Contract Management

Axil continually delivers improvement solutions for our customers to maximise recycling, reduce waste, and provide the best value.

This approach has resulted in a **high retention rate of approximately 98%**.

Over the past 12 months, we have **renewed £6.8M in contracts**, including major clients like Pall, Birds Eye, LEVC and Sterling Pharma.

We plan to maintain this success through 2024, with many renewals already secured.

The Contract Management team continues to innovate in waste and recycling solutions, with current projects including:

- Establishing a conveyor-fed sort line to enhance waste segregation and increase recycling rates.
- Installing waste tracking and weighing equipment for accurate measurement of site-wide waste outputs.
- Providing an in-house tankering service at customer sites.
- Setting up an EPS (polystyrene) recycling programme to maximise rebates.

Key Contract Wins

The Royal Mint: Prestigious new TWM contract for the Welsh-based coin and medal manufacturer.

Thorlux: TWM contract with the UK's largest lighting manufacturer.

Versalift: TWM contract with the world's largest manufacturer of vehicle-mounted platforms.

Innovations

Waste Conveyor Trial: The Mini MRF went live at Birmingham Wholesale Market, enhancing our ability to extract valuable recyclable material and support recycling/carbon reduction targets.

New Weighbridge at Cannock: A 15-metre weighbridge installation replaced the 17.5-year-old one, promising reliable service for years to come.

Diverting Packaged Hazardous Waste: Significant efforts at Cannock Transfer Station led to significant cost, miles and carbon reductions by diverting selected loads directly to suppliers.

These initiatives reflect our commitment to continuous improvement and innovation in waste management.

“

"I have been impressed with the smoothness and 'hands on' practical management of the contract roll-out. At every stage of the process, I have been well informed of what is going to happen, by who and when... even on weekend! Very good stuff!"

**Jon Payne, EHS & Facilities Manager
Pall Corporation**



Our Safety First Approach

Our safety culture is fully supported by our Board and led by our highly qualified and experienced EQHS team in partnership with an equally experience team of operational managers. We believe it is the success of this team approach that results in our safe way of working.

Explore safety first

“At Axil, safety is our foremost priority. We uphold a ‘safety-first’ approach where safety always takes precedence, even over financial gain. Our dedication to delivering top-tier service and achieving optimal environmental outcomes remains unwavering.

We actively promote vigilance among employees and encourage them to report any potential hazards that could lead to incidents. Our monthly reports consistently show 180 to 190 near misses, demonstrating our dedication to proactive safety measures and thorough reporting. This reflects our commitment to maintaining a safe environment for both our people and clients, going above and beyond to prevent accidents.

Safety is not just a goal—it’s our guiding principle. Accountability is key, with all staff responsible for maintaining high standards. Safety and Health (H&S) discussions are a priority in every board meeting, reinforcing our commitment to safety excellence.

As we enter the next financial year, our unwavering commitment to safety, quality, and sustainability will drive our continued excellence. Our audits ensure that our processes align with defined standards, reflecting our dedication to quality, environmental sustainability, and continuous improvement.”

Dr Mark Pennington, Director of EQHS

HSEQ Achievements in 2023: A Positive Outlook

- **ISO Certifications:** Our Integrated Management System is certified to **ISO 9001, ISO 14001, ISO 45001, and PAS 99**, reflecting our commitment to quality, environmental sustainability, and safety.
- **Audit Success:** We passed a BSI audit at Cannock, securing continued certification and demonstrating our commitment to high standards.
- **Incident Management:** Our proactive approach to incident investigation has reinforced our training and safety measures, turning few accidents into valuable learning experiences.
- **Environmental Excellence:** We achieved a **Band ‘A’ result from the Environment Agency**, showcasing our strong environmental performance.
- **Enhanced Reporting Systems:** We upgraded our incident reporting system and introduced an **Improvement Programme and Duty of Care champion** to better address compliance challenges.
- **Just Culture:** Our ‘Just Culture’ encourages reporting without fear, complemented by performance rewards that recognise dedication. This promotes transparency and a learning environment, ensuring active issue resolution and reporting.
- **Resilience and Continuous Improvement:** Our performance metrics show resilience and positive progress, using challenges as opportunities to enhance our HSEQ practices.

Accreditations & Certifications



Service Improvement

This year, we enhanced the customer experience with new initiatives and an improved client portal.

The Axil-designed tool offers clear sustainability reporting and actionable insights. We help clients **interpret data, align objectives, and implement cost-saving strategies** to boost environmental performance.

The portal allows clients to **manage waste collections, book services, and access waste and emissions data**, driving sustainable practices. We integrated and improved Quality Control (QC) reports, efficiently organising data for multi-location clients. Our simplified Customer Portal and consistent staff training ensure ease of use and effective report tracking.

In 2023, we uploaded over 20,000 documents, with 523 users. Our commitment to effective document management benefits both our team and clients.

We introduced DocuSign templates for new customers and vendors, capturing all necessary information upfront for compliance.

The Service Improvement Team is **dedicated to enhancing processes** and delivering exceptional customer experiences.

“

“From a management perspective, the data provided by Axil allows efficiencies in billing and the manipulation of raw data to tackle areas of concern and improve the market’s impact on the environment.”

Andrew Barnes, General Manager at Birmingham Wholesale Market

In 2023, we uploaded over 20,000 documents, with 523 users.



Ensuring Compliance

Sustainability data is transformed into workable information through dynamic dashboards, increasing efficiency and ensuring transparent reporting.



Waste data that works for you





Environmental, Social & Governance

At Axil, our commitment to Environmental, Social, and Governance (ESG) principles forms the bedrock of our sustainability efforts. We integrate ESG considerations into our business practices to drive positive impact across all our operations.

Influence staff, suppliers, customers, and communities through the delivery of contracts to support environmental protection and improvement.

Ethical trading practices ensure sustainability awareness among supply chain partners and promote the use of recycled and sustainably certified products.

Our sustainability charter sets clear metrics for environmental, social, and business outcomes, ensuring transparency and accountability in our sustainability efforts.

Culture of cybersecurity and compliance with GDPR regulations, we mitigate risks associated with third-

party suppliers and partners, demonstrating our commitment to data security and privacy.

We prioritise waste reduction, recycling, and responsible practices to minimise environmental impact and enhance economic performance.

- **Environmental Sustainability:** Minimising waste and adopting eco-friendly practices demonstrate commitment to the planet.
- **ESG Disclosure:** Transparent reporting enhances stakeholder trust and value.
- **Economic Performance:** Efficient waste management leads to cost savings.
- **Social Responsibility:** Contribute to long-term well-being and resilience, positively impacting communities and creating a healthier, safer environment.

Our ESG Commitment

Environmental Responsibility

1. **Carbon Reduction:** We've set ambitious targets to reduce Scope 1 & 2 emissions by 60% by 2030, focusing on renewable energy sources, low-emission fuels, and zero-emission equipment.
2. **Waste Management:** Our comprehensive waste management strategy prioritises avoidance, reduction, reuse, and recycling, fully supporting our clients Net Zero targets.
3. **Circular Economy Promotion:** We actively promote a circular economy, emphasising material reuse, recycling, and reducing reliance on landfills through initiatives like our Surplus Stock & Asset Reuse Platforms.

Social Impact

1. **Social Value Creation:** Our activities support employees, suppliers, and wider communities, job creation, skills development, and local employment opportunities.
2. **Learning & Development:** We prioritise the personal and professional growth of our employees through comprehensive training programmes and dedicated support for on-site waste operatives.
3. **Wellbeing and Inclusivity:** We prioritise physical and mental health, organise team-building events, and promote inclusivity by tackling inequalities and increasing representation of marginalised groups.

Governance Excellence

1. **Business Ethics:** We uphold high standards throughout our supply chain ensuring our environmental and ethical expectations are flowed down.
2. **Legal Compliance:** Our robust legal compliance measures go beyond requirements, ensuring duty of care, internal audit, and external due diligence, with a focus on cybersecurity and GDPR regulations.
3. **Transparency and Accountability:** We maintain transparency and accountability through clear metrics, reporting, and governance structures, ensuring the alignment of our actions with our ESG objectives.

Achievements & Objectives: A Year in Review

Over the past year, we have achieved significant milestones in our commitment to sustainability and innovation. Here are some of our key achievements for the past year:



Achieved Ecovadis Silver

We achieved EcoVadis Silver Standard Award where we were placed in the **top 9% globally** across all sectors, and **19% above the waste industry average**.



Carbon Reduction

We baselined our emissions, set a 2030 reduction target and achieved a **7.2% reduction in Scope 1 & 2 emissions** showing our commitment to environmental sustainability.



Zero-Waste to Landfill

Achieved zero-waste-to-landfill for our own operations and **>99% diversion from landfill** for all client waste.



Supplier Code of Conduct

We extended our business ethics throughout our supply chain, ensuring that all new suppliers understand our expectations and standards. This initiative has been rolled out to our **top 50 spend suppliers**, with plans to expand further.



Surplus Stock & Asset Reuse Platforms

Successfully diverted **over 32,000 surplus products to over 750 UK charities**, reducing waste and carbon, and extending the life of useable assets. **Increased our tonnage to reuse by 350%** within 1 year of setting

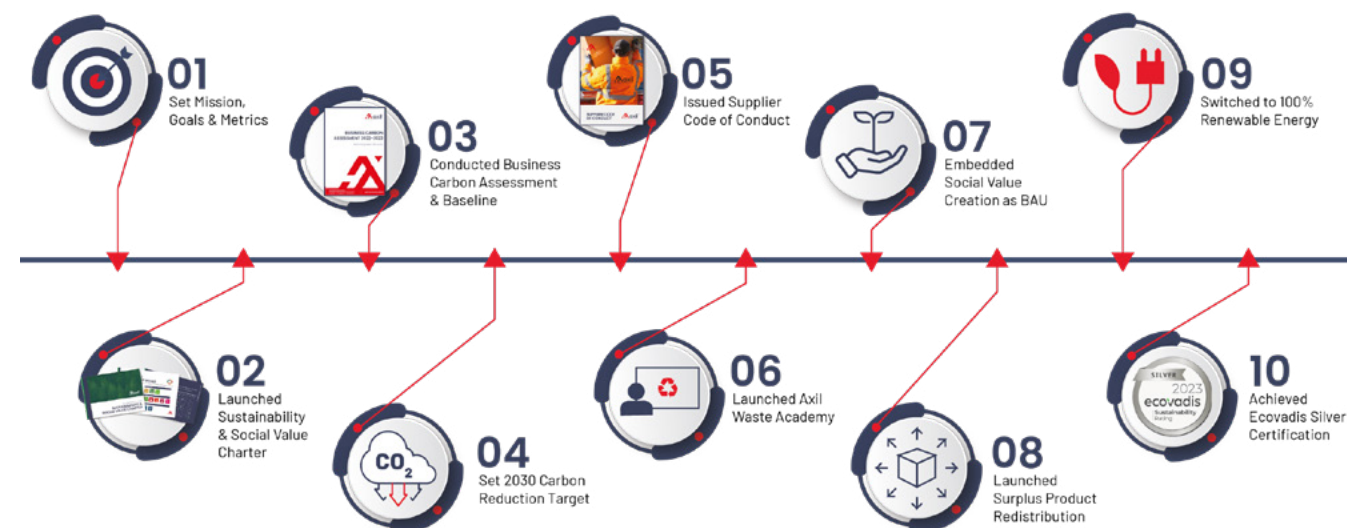


Supporting Local Employment

85% of our suppliers are SME's (Small to Medium Enterprises) and we **created 3 paid roles for long term unemployed** via our supply chain.

Sustainability Overview for 2023/24

At the heart of our organisation is a commitment to securing a sustainable future for generations to come through careful resource stewardship, creation of social value, deployment of technology, continual innovation, data analytics and optimised operations.



"We are committed to aligning closely with your carbon, sustainability, and ESG objectives, moving beyond recycling to drive positive environmental and social impact through innovation and collaboration across the value chain.

Our partnerships focus on upstream initiatives, including waste reduction, reuse, redistribution, and remanufacturing, while working proactively with your procurement team to identify opportunities for waste avoidance.

We are dedicated to modernising sustainability practices to meet evolving client and community needs, showcasing our commitment through innovation, expertise, and inclusivity."

Gina Rudkin
Head of Sustainability & Zero Waste



Integrating Sustainability

Our sustainability charter sets clear metrics for environmental, social, and business outcomes, ensuring transparency and accountability.

Governance and Ethics

We flow down our ethical expectations to our supply chain, ensuring sustainable, ethical, and safe practices. Our robust legal compliance measures ensure we go beyond legal requirements.



OUR SUSTAINABILITY PLEDGE

Circular Economy Promotion

We actively promote a circular economy by prioritising waste hierarchy principles, with clear waste management plans emphasising material reuse, recycling, and reducing landfill use.

These achievements show our commitment to sustainability, innovation, and social responsibility. As we look to the future, we remain focused on creating a culture of excellence, teamwork, and environmental stewardship, driving forward with ambitious goals and a dedication to making a positive impact.

Sustainability Impact Reports

Our Sustainability and Social Value Charter identifies our business commitments and the key outcomes that we want to achieve through our activities. We measure our success against these key outcomes and share these via our Impact Reports. Our analysis against our 2022 baseline shows our goals have turned into tangible and significant action in a short space of time.

Metric	2022	2023
Training Hours	1481	3518
Training Hours Per Person	8.27	18.32
Internal Promotions	22%	27%
Surplus Redistribution (Units of Product)	0	32,000
Reuse & Redistribution (Tonnes)	1608	7242
SME Suppliers	88%	85%
SME Supplier Spend	60%	58%
Employee Community Support Hours	439	1303
Employee Annual Survey Returns	74%	85%

Driven by responsible decision making that considers our impact on the planet and the people it sustains



Marketing & Comms

Customer and Communications

At Axil, customer service is a collective responsibility and always a priority. Our team is motivated and focused on delivering first-class service.

Empowerment and Expertise

Everyone at Axil is empowered to enhance client experiences through expertise and informed decision-making, ensuring timely and budget-conscious service.

Engaging and Agile

We stay adaptable and responsive to client needs by engaging regularly and improving our systems and communication channels for easy information access.

Axil is more than a waste management provider; we are a dedicated partner committed to operational excellence and customer satisfaction.

"A breath of fresh air. Axil turned around the poor-performing team, providing better service and continuously seeking efficiencies while supplying key data."

**Andrew Barnes, General Manager
Birmingham Wholesale Market**

Customer Centric Approach

- Customer-Centric Philosophy:** We place the customer at the core of our operations, tailoring our approach to meet unique needs with flexibility and a solutions-driven mindset.
- Comprehensive Feedback Loop:** We use digital surveys and face-to-face conversations to gauge customer satisfaction. Our annual Customer Satisfaction Score survey helps us refine our services.
- Holistic Feedback Gathering:** Engaging multiple stakeholders ensures a comprehensive understanding of satisfaction levels.
- Continuous Improvement:** We value feedback as a catalyst for enhancement, using insights to refine our services.
- Net Promoter Score (NPS):** Our NPS for 2023/24 stands at +76, reflecting our commitment to exceptional service.
- Proactive Collaboration:** We aim to be strategic partners, driving efficiency and excellence through proactive engagement.
- Continuous Improvement Initiatives:** Customer feedback shapes our training programmes, and regular 'pulse' surveys help us measure satisfaction and guide our improvement journey.
- Customer Satisfaction Maturity Model:** This model aligns our services with evolving needs, ensuring consistent satisfaction.

Internal Communications

Clear and open communication is essential for every member of the Axil team. Maintaining our culture, family feel, and communication is vital as we expand.

Regular updates through multiple channels ensure everyone has the information needed to contribute effectively, whether online or our in the field. Transparency helps us maintain our company culture by reinforcing our values and goals. Keeping communication channels open and straightforward upholds our shared vision and creates a supportive environment where everyone can succeed.

Marketing

Over the past few months, our team has been shaping our strategy for the year. With clearly defined roles, we have a fantastic opportunity to step up our game, make a bold statement, and showcase the great work Axil is doing.

- **Develop marketing strategies** to promote our waste management services.
- **Conduct market research** to identify trends and customer needs.
- **Create promotional materials** and campaigns.
- **Collaborate with other departments** to ensure consistent messaging.
- **Analyse marketing metrics** and adjust strategies as needed.

Enhanced CRM System to Boost Sales: Marketing and sales completed a project to enhance our Customer Relationship Management (CRM) system, making it more efficient and engaging. This update provides more information to **process leads efficiently, arrange more sales meetings, and close deals faster.**

Axil Excels in Client Satisfaction: In our annual Net Promoter Score (NPS) survey, clients overwhelmingly recommend Axil, resulting in an **impressive NPS score of +76**. Our clients love what we do!

Communication and Partnerships Manager: Our new Communication and Partnerships Manager is **building relationships with existing and new clients**, improving interaction, gathering better information, and providing detailed insights into our clients' needs. This role highlights Axil's strengths and identifies areas for improvement.



Customer Retention: Customer retention is crucial for **evaluating the health and sustainability of a business**. This high rate reflects our commitment to exceptional service, lasting relationships, and meeting evolving client needs. Prioritising customer satisfaction and engagement creates a loyal customer base, contributing to revenue stability and enhancing our reputation for reliability and quality service.

"Our experience has been outstanding, and we look forward to maintaining our strong relationship with them."

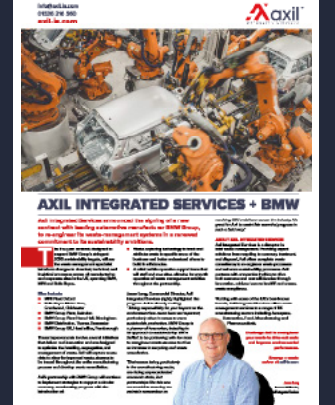
**Ashley O'Sullivan
Green Hub Operations Manager, LUSH**





In the news

Axil's cutting-edge solutions have garnered attention from industry experts and media alike. Featured in prominent publications, we proudly showcase the success stories and transformative impact we've had on businesses across the manufacturing sector.



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As featured in...



Expanding into New Markets

We're excited to support additional sectors, tailoring our services to meet the unique waste management needs of these vital industries. This venture into new territories is exciting and promises growth and new opportunities, pushing us to identify connections and schedule introductory meetings, furthering our reach and impact.

Lights, Camera, Impact!

We started producing films to breathe life into our sales proposals and align them with our goals and objectives. Over the next year, we will **produce films across sectors** to showcase how Axil is **changing the way clients view waste and enhance environmental performance**.

Case Studies and Spotlights

Case studies and spotlights showcase our successes, innovations, and problem-solving capabilities. These detailed analyses of specific projects highlight our expertise and positive impact. They serve as powerful tools for demonstrating our **capabilities, celebrating achievements, and ensuring transparency**, inspiring confidence and trust among clients and industry peers.

Client Events

Axil participated in **BMW's Open House events** at Hams Hall and Oxford. Engaging with approximately **1400 attendees**, we distributed **over 100 bee houses and butterfly feeders** to children. This initiative isn't just about waste; it's about enriching lives, creating a sense of community, and promoting environmental stewardship.

[Pictured below]



Client Spotlight



In the heart of Birmingham, a transformative sustainability journey is unfolding at the Birmingham Wholesale Market (BWM), thanks to the visionary leadership of Andrew Barnes, its General Manager.

We sat down with Andrew to delve into his commitment to sustainability, the collaboration with Axil, and their mission to lead BWM toward a net-zero future.

Q: Your passion for sustainability is clear. Could you tell us where this passion comes from and how it led you to Birmingham Wholesale Market?

I've spent over 20 years working in markets, and I'm proud to call myself Bradford-born and bred. My journey towards sustainability began there with a waste project that ignited my passion for making a difference. I started to challenge the status quo. This project reshaped my perspective on markets, and we made loads of changes, I was keen to bring the initiatives and successes to Birmingham.

I was drawn to BWM because it's not only one of the largest but also the newest wholesale market in the country. I saw an opportunity to revolutionise the space into the safest and most sustainable place for our customers and tenants. Prioritising sustainability ensures that the market can operate in the long term. It reduces the environmental impact and helps secure the resources needed for continued growth.

Sustainable practices often lead to cost savings too! In my five years, we've introduced LED lighting, a raft of health & safety installations, and other measures to enhance the sustainability and safety of all.

Q: Can you briefly describe what BWM is all about and its significance in the region?

We are truly unique in the UK. The market boasts a strong tenant association and is one of the largest integrated wholesale markets in Europe and the largest in the UK. BWM is poised to become the focal point for fresh produce to pubs, restaurants, hotels, caterers, and local retailers, a vital player in the supply chain for the Midlands, surrounding areas and beyond.

It will be interesting to see what is in store at Dagenham Dock when the markets of the City of London combine to form their new market,

but for now we are truly unique in how we embed sustainability in everything we do and strive to improve our environmental performance in every way we can.

Q: What does the future of waste management with Axil look like at Birmingham Wholesale Market?

The future is promising, and I am so glad to be working with Axil and having the same sustainability objectives. This partnership will help us meet future regulatory requirements ensuring that the market won't face compliance issues down the line.

Our aim is for the market and waste management compound to operate at net zero.

We are in the process of moving to electric vehicles, which marks a significant step towards our goal of going green. We're also brought in technology that significantly reduces waste by segregating different materials. This has already greatly reduced the amount of waste sent to incineration, promoted recycling, and ultimately reduced emissions and costs for us, and our tenants.

Q: Achieving net zero is a monumental goal. How do you envision reaching this goal, and what does it mean for BWM?

Achieving net zero is on my mind 24/7! Everything we do is geared toward reducing service charges, making the market more appealing to new tenants and more sustainable for existing traders, whilst bringing fresh and exciting produce to the region.

The strategy encompasses not only reducing service charges but also creating an environment that entices new traders who value sustainability and want to work in a space that aligns with their own values and corporate social responsibility goals.

Our user-friendly "pay as you throw" initiative discourages excess produce, minimising waste. Waste fees are charged based on the weight of products and packaging presented to Axil at the weighing. This initiative is hassle-free and simple to implement, with substantial benefits. We're working closely with our tenants to ensure they grasp the advantages of this weight-based scheme. Together, we're not just talking about sustainability - we're actively implementing it.

Awards & Recognition

One of The Best Places to Work!

March saw us enter **The Sunday Times Best Places to Work 2024 awards!** And we got through!

This prestigious accolade is based on employee feedback and an independent assessment of workplace culture, leadership, and employee engagement and wellbeing. We are incredibly proud and grateful to our clients, whose support has been instrumental in helping us achieve this recognition. A happy workplace stems from working with great clients, and we genuinely appreciate our partnerships.



Celebrating Leadership Excellence

Our own Ed Pigg was a finalist for the **Company Leader category at the East Midlands Leadership Awards**. Although Ed didn't secure the top honour, his outstanding leadership, visionary approach, and significant industry contributions were acknowledged in the over 100 employees category. As part of our 2024 strategy, we're pursuing diverse awards across sectors to showcase Axil's success, commitment to client satisfaction, and pursuit of excellence and innovation.

Awards provide a tangible competitive edge by highlighting an organisation's excellence, instilling confidence in clients, partners, and stakeholders. They also generate valuable marketing content, enhancing Axil's visibility and attracting new opportunities.

EcoVadis Certification

Axil achieved the EcoVadis Silver Standard, placing us among the **top 25% globally in waste management** sustainability. This remarkable feat surpasses our initial goal of Bronze and underscores our commitment to sustainability.

Key achievements include:

- **Global Recognition:** Ranking in the **91st percentile globally** across all sectors and companies assessed by EcoVadis, we join a very small number of UK waste companies with the EcoVadis Silver Standard.
- **Leadership in Sustainability:** We outshine larger competitors, placed 19% above the waste industry average, showcasing Axil's dedication to sustainable waste management practices.
- **Environmental and Social Commitment:** Our **'Advanced' status in Environment and Labour & Human Rights** assessments highlights our efforts to minimise environmental impact and ensure ethical treatment of stakeholders.

This achievement is a testament to our collective efforts, innovation, and unwavering commitment to sustainability. As we celebrate this milestone, let's take pride in exceeding expectations and continuing to drive positive change.

Nationally recognised by...



“

“The recent Waste Academy gave us the knowledge, skills and competency to comply with waste regulations. We have also been able to take a more informed and considered evaluation of our site and how, as a large company, we can make a difference on the war on waste.”

**Lorraine Burton, EHS Specialist
Curtiss-Wright Industrial Division**

Training Our People & Partners

Training our people and partners is a top priority at Axil. We're dedicated to supporting their development and careers, providing clear objectives and relevant training. Our senior management is fully committed to offering developmental activities for everyone in the organisation. We empower our employees to interact across teams, share best practices, and aim to become industry leaders.

In February, we introduced our **CPD Certified Waste & Resource Training services** to assist clients in embedding best practices, managing risks, and driving continuous improvement.

The Waste Academy Course **supports business environmental, carbon, and sustainability goals**. It equips managers and supervisors with the knowledge and skills to manage risk, ensure legal compliance, and drive innovation and improvements in waste management.

Courses are delivered by subject matter experts with **over 25 years of industry experience**, benefiting

managers/supervisors, facilities & cleaning managers, environmental health & safety personnel, sustainability managers, and contractors who influence frontline operational teams.

- **On-Site Training:** In 2023, we **invested double the hours per person with 3518 hours**, including IHASCO training, reinforcing our commitment to continuous skill development.
- **Mobile Ops Team:** Our mobile ops team is evolving into specialists with qualifications to train in various areas, **ensuring a robust workforce** that consistently fulfils our contracts, maintaining service continuity.
- **Site Visits:** In 2024, our team grew, and visits to customer sites became **essential for growth and employee development**. This includes both office-based colleagues and new joiners, helping them gain a deeper understanding of the essential work carried out by our Operatives and Contract Managers.

Our People

As we welcome new team members, ensuring their smooth integration is crucial. With growth, preserving our culture becomes a priority. Articulating the significance of our work and operational approach is essential, recognising our staff as our most asset.

Research consistently shows that a positive culture drives excellent performance and retains employees. Our organisational culture is our greatest strength.

Visible leadership is vital for safety, ensuring everyone

returns home safely each day. Engaging with frontline teams allows us to listen, value, and recognise their contributions.

The physical and mental health and wellbeing of our people and supply chain are paramount. We continue to invest in our teams’ wellbeing, providing frequent training and encouraging open communication about safety concerns.

A strong safety culture is the foundation for success, creating an environment where everyone can thrive.

A Diverse & Talented Workforce

We strive to inspire the next generation to pursue opportunities in our dynamic and diverse industry, choosing Axil as the launchpad for their careers. Engaging with local employment organisations and educational institutions, **we promote our apprentice scheme**, seeking to expand this initiative and identify the best partnerships.

Locally sourcing talent allows us to contribute to the economy and provide opportunities for local individuals. We collaborate with like-minded businesses and management teams dedicated to delivering high-quality services with committed individuals.

In 2023/24 85% of our supply chain were SMEs, supporting local economies and employment.

In 2023/24, local employees and agency contractors comprised a large percentage of our supply chain.

Our Supply Chain has progressed from 2022/23 versus 2024 by:

- **512 suppliers from 394** – 30% increase
- **£14.5m spend to circa £17.8m** – 22% increase
- **85% of our suppliers are SME’s**
- **Top 20 suppliers** represents around **51% of our cost**
- Remaining **£8.8m spread across 492 suppliers**

Our Axil family has grown stronger, welcoming more members this year than any other, bringing our **total to 212 employees**. We also launched our new recruitment system, Team Tailor, to enhance the candidate and line manager experience, streamlining the hiring process for a wider pool of qualified candidates.

Rewards & Recognition

Based on feedback from our employee survey, **we’ve improved the Axil pension scheme**. Our salary sacrifice structure reduces National Insurance contributions for both employees and the company.

The cycle scheme has been popular, with many signing up for new bikes and gear. **Our Paycare cash healthcare plan supports mental health** with counselling through the Employee Assistance Programme and MyPocketGP for GP consultations.

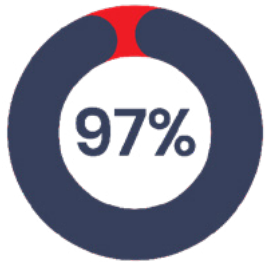
Perkbox, our employee rewards platform, **offers over 9,000 perks worldwide**, focusing on well-being and recognition. In 2023/24, **Axil employees saved £16,000 through discounts and Flexi spending**. The Wellness Hub provides workouts, yoga videos, and webinars to support health.

Our **Employee of the Month initiative celebrates outstanding performance** in customer service and teamwork. Nominations are encouraged, and we’ve had great winners who embody Axil’s values!

Employee Satisfaction

In our 2023 staff survey, **85% of our 192-strong team participated—well above the UK average of 50%**. This reflects our commitment to our people’s growth and the positive feedback we received.

While celebrating these achievements, we recognise areas for improvement. We’re always exploring enhancements to benefits based on feedback. **At Axil, feedback shapes our journey to a better workplace—it’s not just heard; it’s acted on.**



of employees are proud to work at Axil



of employees agree Axil provides job security



of employees think Axil is well led

Source: Axil Employee Annual Survey 2023

Addressing the Skills Gap

We recognise the skills shortage due to an aging population and lack of interest among young people. At Axil, we're actively working to inspire and change perceptions.

Our recruitment approach focuses on skills, not quotas, and we boast a diverse workforce from various backgrounds, both male and female. Despite stereotypes of the waste management industry, we believe in using the entire talent pool.

2023/24 Key Initiatives:

Inspiring and Educating Women:

- We actively promote opportunities for women in our industry.
- 40% of our senior leadership team are women.

Empowering the Next Generation:

- Our HR team visited Hampton College Primary School, engaging Year 6 pupils about the world of work and Axil.

Supporting Ex-Military Personnel:

- We're establishing connections with ex-military individuals, offering employment opportunities to leverage their valuable skills.

Encouraging careers in waste and sustainability builds a skilled workforce for our diverse industry. Providing opportunities to ex-military personnel honours their service and brings diverse skills to our team.



Transport

A Greener Future with Our New Electric Van

At Axil, we pride ourselves on consistently delivering superior solutions that enhance both operational efficiency and customer satisfaction.

This transition from diesel to electric is more than just a shift in power—it's a leap towards a more sustainable and efficient operation. The electric van operates silently, significantly reducing noise pollution and making early morning operations smoother without disturbing the nearby residential area. This quiet efficiency not only benefits our neighbours but also aligns with our clients' growing

focus on environmental responsibility.

Environmental Responsibility: By replacing diesel with electric power, we significantly reduce our carbon footprint, aligning with our clients' sustainability goals and demonstrating our commitment to a greener future.

Operational Efficiency: Lower fuel and maintenance costs translate into more efficient operations and reduced downtime, ensuring our clients receive consistent, high-quality service.

Axil's Fresh Fleet and Striking Trailers Hit the Highways

If you're driving along the highways of Britain, keep an eye out for our striking, modern fleet, now with newly refreshed trailers. These trailers feature a sleek, contemporary design that complements our upgraded units, reinforcing a consistent and professional brand image.

Designed with the driver in mind, the new trailers offer a user-friendly layout, including strategically placed fire extinguishers and storage boxes, which boost both practicality and efficiency for daily operations. The fully galvanised chassis ensures exceptional durability and longer-lasting performance and are lighter, which increases our payload capacity by approximately 2 tonnes.

By investing in these new trailers, we not only support British manufacturing and contribute to the local economy but also reinforce our commitment to superior craftsmanship.



ESA Membership:

Signifies Axil's involvement in the waste management industry, offering insights, best practices, and collaborative opportunities, and highlighting a commitment to environmental sustainability.

Achilles Community Certificate:

Demonstrates Axil's adherence to rigorous supply chain and procurement standards, creating trust and reflecting transparency, efficiency, and ethical practices.

Road Haulage Association (RHA):

Connects Axil to the road transport industry, providing industry knowledge, networking, and regulatory updates.

Alcumus Safe Contractor:

Showcases Axil's compliance with high health and safety standards, crucial for engaging with contractors and emphasising safe service delivery.

FORS (Fleet Operator Recognition Scheme):

Highlights Axil's excellence in fleet management, road safety, and environmental sustainability, ensuring high standards in vehicle operations and driver safety.



Re-engineering waste

T: 01536 216560

E: info@axil-is.com

W: axil-is.com

A: 14 Earlstrees Court, Earlstrees Road,
Corby, Northamptonshire, NN17 4AX