

 **ParkerSteel**

2022 Issue

# INSIGHT

A portrait of a man with short brown hair, smiling, wearing a dark blue suit jacket over a white shirt. He is sitting with his hands clasped in front of him.

**DYLAN  
ALEXANDER**  
A NEW ERA  
OF STEEL



# INSIGHT

THE ANNUAL ISSUE OF  
PARKERSTEEL LIFE

# 2022

## **ParkerSteel Limited**

Leading Steel Stockholder & Processor

### **Partners**

KH&SG  
Littlehampton Welding Ltd  
Frixos Metal Works  
Hurstbourne Forge  
Weldrite  
AKD & Sons Ltd  
Port of Dover  
Lindapter  
HMT  
Mind. Body. Wisdom.  
Mindcycle  
Canterbury Rugby Club  
St Lawrence & Highland Court Cricket Club  
Oxford University Rugby Club  
Herne Bay Roller Hockey Club



# A NEW ERA OF STEEL

## Performance with Purpose

In 2021, I was privileged to take over from Guy Parker as Managing Director and carry on his family's legacy with my vision for ParkerSteel's future. Since then, we have had an eventful and historic year, facing unprecedented challenges but also reaching new heights of success by ushering in a new era for our company that prioritises performance with purpose.

Implementing a purpose-driven strategy is the ideal that has led the way for ParkerSteel these last few years amidst the uncertainty of Brexit, Covid-19 and the ongoing energy crisis. Back in 2020, we identified a need for ParkerSteel to shift its focus towards a new goal: to create a better future for our employees, customers and the surrounding community. The result was SWITCH, an innovative business model we developed that addresses global issues across every level of the company through six distinct channels: Sustainability, Waste, Information, Technology, Community, and Home.

Rather than sign up to a pledge, we want our results to speak for themselves. SWITCH's holistic approach to creating change encourages practical solutions to everyday problems and has already proven beneficial to our company. A number of initiatives have been implemented throughout our



operations, including a £2.5 million upgrade of ParkerSteel's delivery fleet to low-emission vehicles, and a £1.1 million investment in new machines and technology to improve our services and enhance our product offering.

The current volatility of the energy market has placed new emphasis on the need for energy security and consistency of supply, but we have managed to stay prepared thanks to the guidance of our business model. In addition to installing LED lighting across all our facilities to conserve the maximum amount of energy possible, we have also conducted surveys ahead of installing solar panels on the roof-space of our Canterbury site.

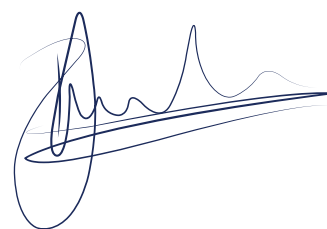
SWITCH is not solely focused on sustainability, however. A significant aspect of the model aims to improve the health and wellbeing of our people and create a positive workplace culture that empowers employees to take control of their own careers and discover a role at the company that suits their skills and aspirations. We have invested over £100,000 in a variety of in-house training schemes that have benefited over 300 employees to date, allowing them to upskill and improve their career prospects. We are also committed to giving back to our community by hiring locally and sponsoring local clubs and charities. ParkerSteel has been a part of the Canterbury landscape for over 100 years, and therefore, improving the wellbeing of our community is equally important to improving the performance of our company.

Like many industries, the construction sector is currently in the grip of a labour shortage, with younger generations increasingly overlooking the various opportunities it presents. However, in situations like these, adaptability is our strength. We have the ability to evolve with each challenge we face and become stronger for it. Our graduate programme, the ParkerSteel

Business Academy, was developed as part of SWITCH to combat the labour shortage. This intensive, one-year training scheme has already attracted candidates with a range of backgrounds and skills who will be able to gain in-depth knowledge across several areas of our commercial operations and bring new ideas to our company.

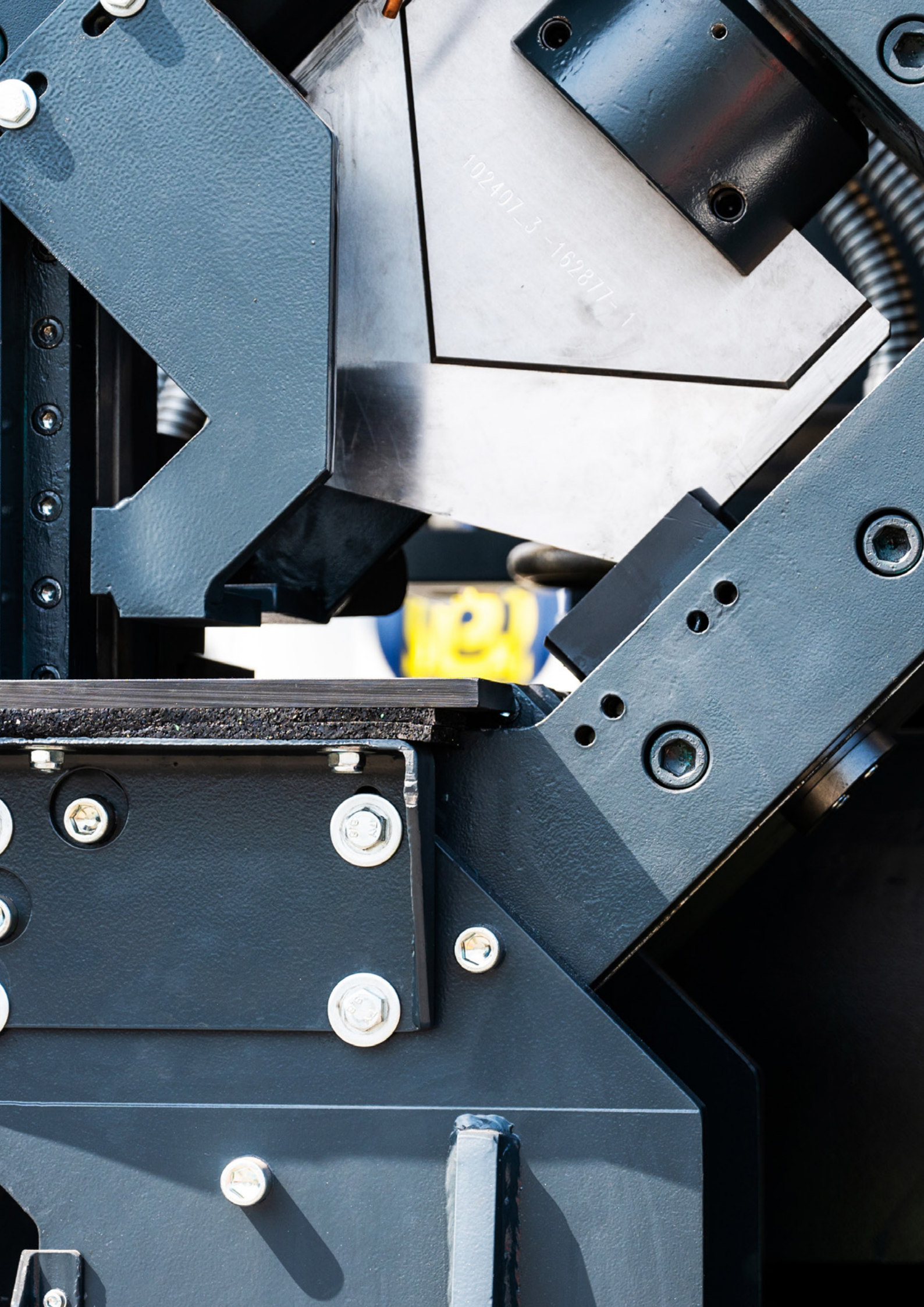
In addition to ParkerSteel's strong performance, our ongoing partnership with the Taurani Group and port facility in Dover have put us in a strong position financially and ensured that our customers continue to receive first-class service and delivery with no interruptions despite recent global events.

As we look towards ParkerSteel's future, we will continue to embrace our purpose-driven approach to business by implementing sustainable initiatives and investing strategically in people, quality products and technology under the guidelines of our SWITCH model. I would like to sincerely thank our people for their hard work and dedication this year and I look forward to working closely with everyone at ParkerSteel to continue our success in the years to come.



Dylan Alexander  
Managing Director





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# **OUR BUSINESS**

**P8-19**

Thinking bigger & faster

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# **OUR OPERATIONS**

**P20-35**

Performance built on precision

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# **OUR PARTNERS & CUSTOMERS**

**P36-45**

Harnessing the real power of relationships

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# **OUR PEOPLE & COMMUNITIES**

**P46-55**

Elevating those around us



# OUR BUSINESS

**P8-19**

Thinking bigger & faster



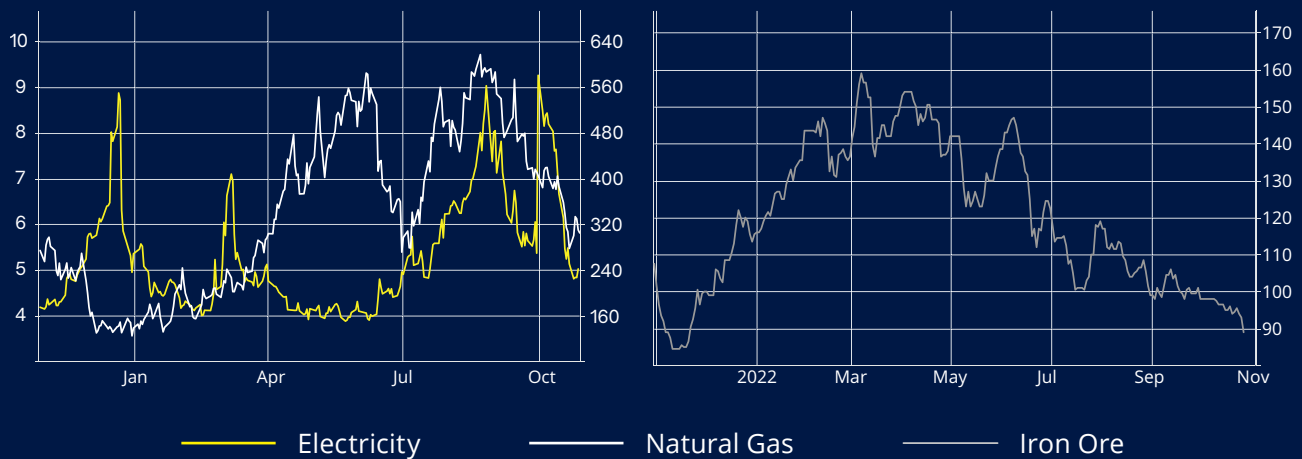
***“Embracing purpose has strengthened  
our resilience in the face of challenges  
and increased the value we create for our  
customers and the surrounding community.”***

*Dylan Alexander  
Managing Director*

# STEEL MARKET INSIGHT

## Energy Prices

The impact of Russia's war in Ukraine deeply disrupted already-weakened global supply chains in 2022, and the ensuing sanctions imposed by many countries around the world resulted in an enormous surge in energy prices. Consequently, the steel and construction industries have been heavily affected by rising operational costs in addition to major price jumps in iron ore, scrap and finished steel.



## UK Tariffs and Quotas

UK Trade Secretary Anne-Marie Trevelyan decided to extend the steel safeguard measure on five steel categories in June to protect the interests of UK steel producers. With the safeguard extended, imports from affected countries that exceed the agreed quotas will continue to face tariff charges of 25% until June 2024.

## EU Production Stoppages

A wave of panic buying from steel consumers was sparked following the outbreak of the war, which has led to a surplus of steel in the market. The resulting combination of excess material, low demand, high energy prices, rising interest rates and falling confidence over the last few months have forced an increasing number of EU steel mills to introduce temporary production stoppages in a bid to stabilise prices.

## Future Outlook

Despite the uncertainty surrounding the time frame of the Russian war, steel demand is expected to rise slightly in 2023 due to infrastructure demand. However, this forecast depends on how future monetary policies will affect the industry and whether central banks will be able to control inflation expectations.

# 2022

## OUR PERFORMANCE

£ **99.7**  
Million Turnover



£ **3.6**  
Million Investment



**Equipment  
Purchased**

2X TUBE LASERS  
1X PUNCH & SHEAR  
3X SAW LINES



**Fleet  
Growth**

50 TRUCKS  
30 TRAILERS



**Educational  
Programmes**

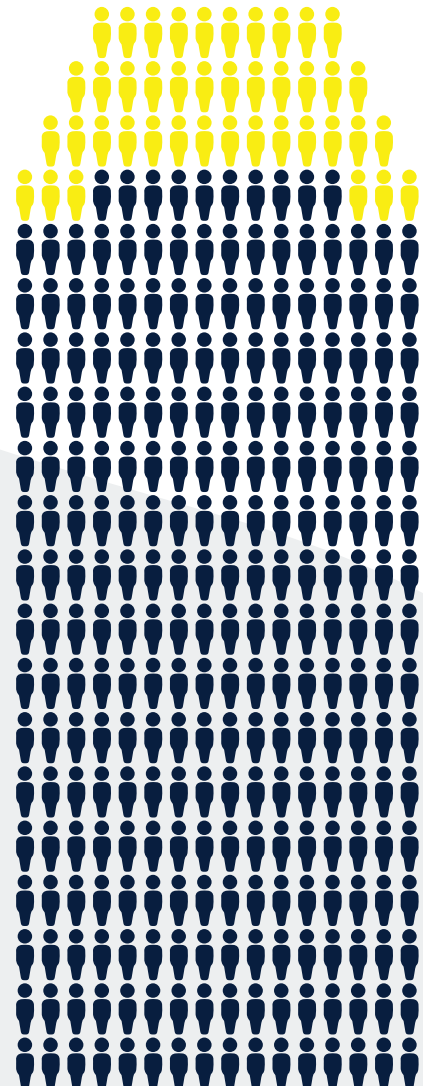
DRIVER ACADEMY  
BUSINESS ACADEMY  
MBA SCHOLARSHIP  
FIRST AID TRAINING  
IOSH TRAINING



**308**  
Employee  
Count



15%



# EXECUTIVE TEAM

## A Dynamic Team for an Innovative Future

ParkerSteel's resilience stems from strong leadership and the ability to evolve in order to take on the challenges of the future. As leaders in innovation, we recognise that collaboration is a vital aspect of long-term growth and success.

To capitalise on the years of experience and ability within our business, we established an Executive Team consisting of five senior members of ParkerSteel, who will be responsible for making strategic decisions for the company. With these industry experts at the helm and a clear vision to guide the way, ParkerSteel is well-positioned to continue to grow in the future.



*Each of our board members have a wealth of knowledge and skill in their field, which they will use to further ParkerSteel's sustainable growth through close, long-standing customer relationships and superior product and service offerings."*

*Dylan Alexander  
MD of ParkerSteel*



### Andy Stephens Health & Safety Director

Andrew Stephens spent 22 years in the Fire Service before joining ParkerSteel in 2017. As a Chartered Safety and Health Practitioner (CMIOSH) with a diploma in Health and Safety, and a graduate of the Institution of Fire Engineers (GIFireE), Andrew's expertise in his field has been of the utmost value to ParkerSteel.

#### Andy's business philosophy:

*"Zero accidents, zero harm"*



### James Hodgson Finance Director

With a degree in Economics from Loughborough University and over 10 years of experience as a Finance Director, James has provided financial counsel and leadership for a number of large-scale businesses, including Fortune 500 and FTSE 250 companies.

#### James' Business Philosophy

*"Everyone is here to improve how the company performs. However big or small the improvement, they add up to drive the business forward to a better future."*





### **Gary Axford** **Purchasing Director**

Gary Axford is a long-serving employee at ParkerSteel, with 40 years of experience behind him. He spent 15 years in Commercial Sales before moving on to Purchasing, where he progressed to serve as Manager. Gary's wealth of knowledge of the inner workings of ParkerSteel help ensure the stability of the company.

#### **Gary's business philosophy:**

*"You may like company policy and deliver it. You may not like company policy but you still deliver it."*



### **Martin Ord** **Operations Director**

Martin Ord is our MBA-qualified Operations Director with a wealth of knowledge that he gained from 20 years of experience working for Ford Motors, Jaguar and Land Rover. He is now managing Operations across all sites at ParkerSteel with a tactical approach to streamlining production and logistical efficiencies.

#### **Martin's business philosophy:**

*"We are in the business of training and developing our people to safely process and deliver customer orders to specification, on time and at the right cost."*



### **Melvin Slight** **Sales Director**

Melvin Slight has worked in the steel industry since 1976, and brought his prolific knowledge of the industry to ParkerSteel when he joined 17 years ago. As an FPP expert and Special Projects Sales Manager, Melvin has worked on a number of unique and large-scale projects that helped promote ParkerSteel's capabilities. He is the heart and soul of the Sales Office.

#### **Melvin's business philosophy:**

*"Focus on being productive rather than being busy."*

# SWITCH

This is BIGGER than a business

With a rising tide of global crises threatening to affect our future and the future of generations to come, an increasing number of businesses are beginning to understand that sustainability and societal change is no longer a choice, it is a necessity. We can no longer measure the success of a company through profit performance alone, we must begin to shift our focus to performance with a purpose: to build a better future by addressing the present global issues of climate change, human rights, and health and wellbeing within our own operations, workplaces, and communities.

The SWITCH model is a new initiative developed by ParkerSteel that uses a holistic approach to create change by tackling global issues through six distinct channels: Sustainability, Waste, Information, Technology, Community, and Home. Due to its diverse approach, introducing the SWITCH model empowers businesses to progress and create change on a number of levels. It encourages real solutions to real problems that are practical and beneficial to the company, its employees, and the larger community.





***The SWITCH model  
empowers businesses to  
progress and create change  
on a number of levels.***

***Dylan Alexander***



**Sustainability**

Implementing sustainable practices which promote environmental, economic, and social health and vitality.



**Waste**

Working towards a circular economy through the reduction, repair, re-use, re-distribution, and recycling of products.



**Inform**

Recognising the environmental and social impact that ParkerSteel has on our community, our environment, and other businesses in our supply chain.



**Technology**

Investing in technology that advances our workplace efficiency, conserves energy, and reduces wasted time and resources.



**Community**

Creating equal work opportunities that are free from discrimination and offering internal progression for employees to upskill and grow their career.



**Home**

Introducing changes to the way we operate and putting them into practice daily will translate to home life as well as work life.

The global challenges we are facing are bigger than any one company, and as a result, SWITCH focuses on introducing initiatives that can be easily replicated by any person or business who would like to get involved. Since the introduction of the SWITCH model in our company, we

have developed and implemented a range of initiatives targeting sustainability, reducing our carbon footprint, increasing inclusivity, and prioritising the physical and mental health of our employees by creating a positive work culture.

## Climate Change

The household recycling rate in England fell in 2021 by 1.7% from 44.5% to 43.8%.

## Human Rights

The employment rate in the UK is only 62.8% for ethnic minorities.

## Wellbeing

Work-related stress, depression or anxiety accounted for 50% of all work-related ill health in 2021.



79% of plastics produced have ended up in landfills.

**79%**



Globally, women earn only 68% of what men earn in the same position.

**68%**



36% of UK adults have been discriminated against in the workplace due to age, gender, disability, race or sexuality.

**36%**



8% of global CO2 emissions are produced from the steel industry.

**8%**





We believe that the SWITCH business model has unlimited opportunities for companies in any sector to make practical and sustainable changes to their operations. Due to its influence, our company has already experienced a

significant mindset shift and we are excited to witness its long-term benefits. If you are interested in learning more about SWITCH, scan the QR code below to access our brochure containing further details.



At ParkerSteel, we believe that Great People Create Great Culture! Investing in our people and providing internal opportunities for career progression is a fundamental aspect of our SWITCH sustainability model.

In line with this strategy, Dylan and the senior management team rolled out the ParkerSteel

Business Academy as a means to develop new internal and external talent and promote diverse and exciting career options throughout ParkerSteel's operations. Eligible candidates for the Business Academy range from university graduates with a degree in any discipline to existing employees with an interest in the commercial areas of the business.

During this intensive one-year programme, participating candidates will have the opportunity to undergo practical learning experiences and receive in-depth theoretical training by our industry experts in four key areas of our business:

- Sales Development
- Procurement
- Business Development
- Telesales

After a rigorous interview process in August involving group problem-solving and creative presentations, a panel of judges selected the first candidates for our programme, a group of bright and accomplished university graduates with a range of backgrounds and degree subjects. We look forward to nurturing their talents over the next year and welcoming the new ideas they will bring to our business.





*"15 years ago, I started at ParkerSteel in a trainee sales position. During that time, I've had the chance to grow in confidence, develop new skills and progress my career, receiving 3 promotions and my own sales team to manage along the way!"*

*Ashley Hall  
Major Accounts Sales Manager*



# OUR OPERATIONS

**P20-35**

Performance built on precision



***“By building sustainable supply chains,  
businesses can implement more impactful,  
positive changes on their environmental  
footprint.”***

# JAWS

## Punch & Shear

Designed by experts at Kaltenbach with years of industry experience, this cutting-edge punch and shear machine, nicknamed 'Jaws', is the latest addition to our extensive array of processing equipment. Jaws is fully automated and equipped with precision technology, which allows it to produce an exceptional variety of fittings to suit any project.

Our entire range of flat bars and angles can be processed on this machine, which has an outstanding range of features, including a high-force punching unit, mitre cutting, drilling, and flat-shearing capabilities.

Jaws has been installed in our Canterbury facility and is now ready to start processing customer orders.





  
KPS 504

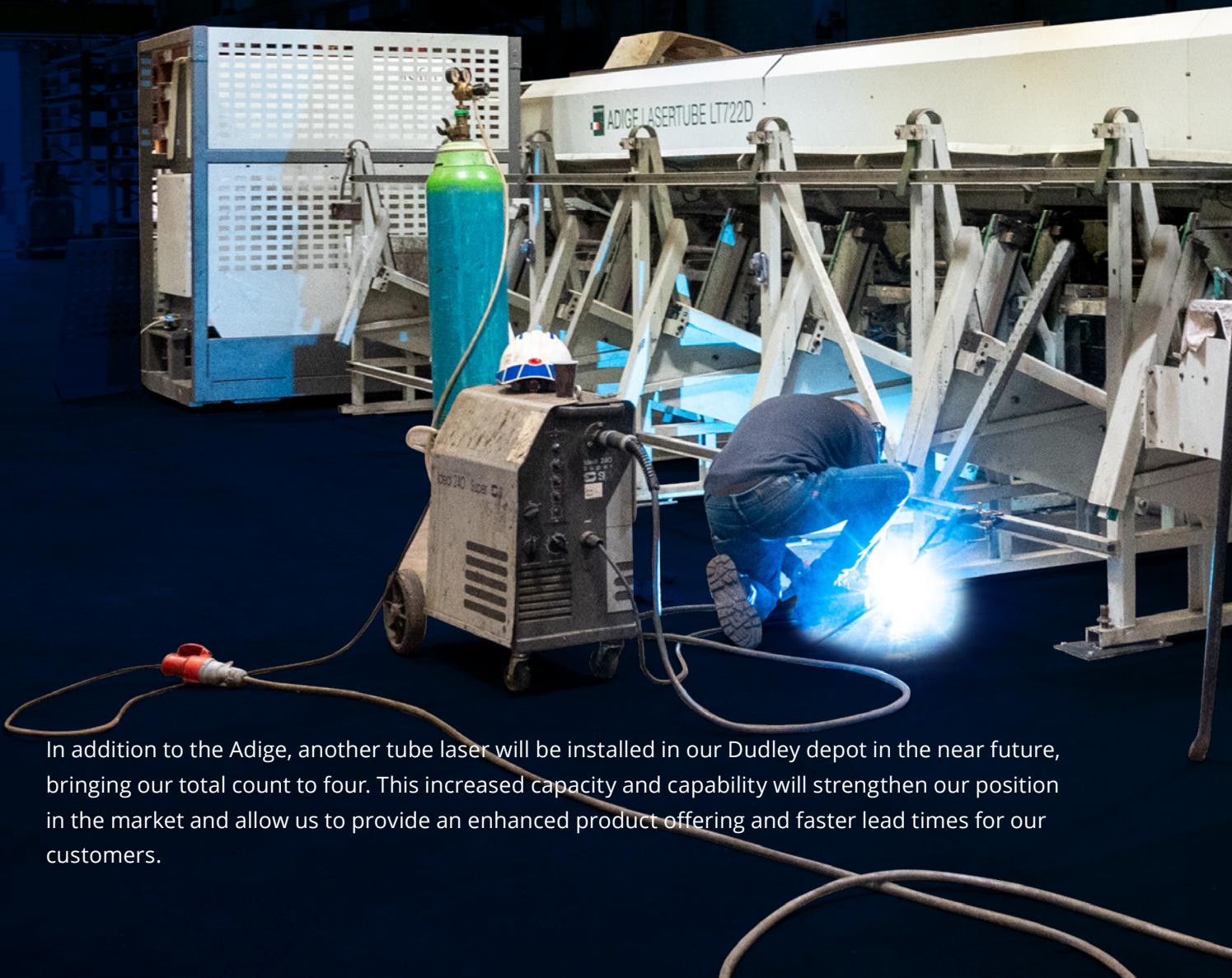


# 3D TUBE LASER MACHINES

## Ultimate Speed & Precision

Investing in technology is a fundamental aspect of our growth strategy under the SWITCH business model, and as part of this commitment, we recently purchased the BLM Adige Lasertube, a high-performance tube laser that can process nearly our entire range of tubes and hollow sections.

This speedy and versatile machine offers a precise and efficient cutting service using a powerful, focused laser beam to cut through mild steel, stainless, and aluminium material. Due to its impressive accuracy and full CAD/CAM integration, our new tube laser can process any design, from simple cut-to-length jobs to intricate, bespoke cut-outs.



In addition to the Adige, another tube laser will be installed in our Dudley depot in the near future, bringing our total count to four. This increased capacity and capability will strengthen our position in the market and allow us to provide an enhanced product offering and faster lead times for our customers.







# NEW HYDMECH SAWS





## Cutting Edge Tech

Three new additions to our saw line were recently installed in our Canterbury facility. Utilising an automatic horizontal long bar feed, these impressive machines can swiftly cut steel bundles at accurate 90-degree angles, increasing our overall capacity and productivity and ensuring that we continue to provide the ultimate steel cutting solutions for our customers.





## QUALITY CONTROL

Our extensive investments in technology have resulted in an impressive line-up of high-performance machinery that can process projects of any type. Many of our machines are fitted with CAD/CAM integration, which means that even the most complex of jobs can be completed quickly and accurately to meet industry standards.





No matter the scale of the job, however, quality is our top priority. With a wealth of industry experience and skills behind them, our processing team consistently deliver precision and excellence with every steel order.

As an added safeguard, we also carry out regular quality checks on our products before they are sent out to ensure that they are processed, packaged and delivered to their destination in optimum condition.







# AWARD WINNING HEALTH & SAFETY

## International Safety Awards

Our industry-leading Health and Safety department received an International Safety Award from the British Safety Council (BSC) in March 2022, an achievement that recognises our ongoing commitment to keeping the workplace and our employees safe and healthy. Additionally, we were shortlisted for BSC's new Seize the Opportunity Award which highlights organisations who have gone the extra mile to seize health, safety, or wellbeing opportunities resulting from a crisis.

Led by Andy Stephens, our outstanding Health and Safety team are firm believers in providing education and training on health

and safety procedures in order to prevent workplace incidents. Since 2021, the lives of three ParkerSteel employees have been saved due to the department's extensive preparation of our staff and facilities. Our investment in two on-site defibrillators and specialist first-aid equipment have also played a significant role in supplying emergency medical assistance in life-threatening situations.

To date, we have provided 22 training courses for our staff members, 86 of which have been trained in defibrillation. Additionally, 40 staff attended the informative Save a Life Day, which have already been put into practice in health-related incidents on site.



*Winning the International Safety Award and being shortlisted for the Seize the Opportunity Award is fantastic recognition for all the effort we have put in as a company to protect the health and wellbeing of all ParkerSteel's employees. Our consistent investment over the years in training sessions, specialist equipment and resources ensure that our employees are able to prevent hazardous situations and are fully prepared should a work-related incident occur. We will continue to foster a positive culture of health and safety in the workplace and expand our training schemes further."*

*Andy Stephens  
Group Health & Safety Director  
ParkerSteel Limited*

## **IOSH Training Course**

At ParkerSteel, we go the extra mile to keep our workplace safe from accidents by providing in-house training courses from the Institution of Occupational Safety and Health (IOSH), the world's largest membership body for health and safety professionals.

Two IOSH courses were taken by our staff, Managing Safely and Working Safely, which take a practical approach to health and safety problems in the workplace by creating awareness of the issues and imparting the right tools and knowledge to solve them effectively.

## **MakeUK Awards**

2022 was an outstanding year across every part of our operations, so we were delighted to be nominated as regional finalists for three MakeUK awards: Health and Safety, Business and Growth Strategy, and Energy and Sustainability.

MakeUK is a nationally recognised organisation that celebrates and highlights the achievements of manufacturers that have done exceptional work in their sector. Receiving multiple nominations for these awards is an enormous achievement and reflects the dedication and talent of our ParkerSteel people.

## **KH&SG**

Early in 2022, ParkerSteel became official corporate sponsors and members of the Kent Health & Safety Group (KH&SG), an organisation dedicated to preventing accidents in the workplace for all industries and professions. To commemorate our new partnership, we welcomed the chairperson of KH&SG, Steve Fowler, to our Canterbury depot for an insightful factory tour led by Andy Stephens.



*'Kent Health & Safety Group are delighted to have ParkerSteel as a corporate partner and gain their support. It was great to visit the Canterbury depot and see how well managed it was! We look forward to making a difference with ParkerSteel.'*

*Steve Fowler  
Chairperson of KH&SG*







# DRIVING OUR GREEN INITIATIVE FORWARD

As a major UK steel supplier, our customers' orders are delivered nationwide by our dedicated fleet of lorries, which travel more than 20,000 kilometres daily. To improve the sustainability of our company and drive down our transport emissions, we invested over £2.5 million in 2022 into upgrading our delivery fleet with 17 low-emission DAF trucks.

Featuring ParkerSteel's updated branding, these new additions will significantly reduce our carbon emissions and will boost our fleet to a grand total of 45 vehicles, resulting in an enhanced delivery service and faster lead times for our customers.







## EXPERIENCE LIVE

Our Canterbury facility is home to an impressive array of processing machines and over 30,000 tonnes of steel products that are stocked in our extensive warehouse. To provide our valued customers with more insight into our operations and capabilities, Dylan and the Executive Team rolled out the Experience Live programme, a truly unmissable opportunity to have a VIP experience at our site, meet the ParkerSteel directors and personal Account Managers, and enjoy a day of hospitality in the beautiful, historic city of Canterbury.

Participants of Experience Live will be able to view the true scale of our operations first-hand,

including our wide range of industry-leading machinery, large-scale stockholding facilities, and comprehensive tools shop. Our industry professionals will also lead a personalised talk where visitors will get the chance to have their questions answered and develop a customised solution to streamline their workflow for ongoing and future projects.

The first participants of Experience Live were welcomed to our site in early 2022, and we will be continuing this programme at set times in the future. If you are interested in attending one of these occasions, get in touch with us and we will be happy to arrange it for you.



## PAPERLESS DELIVERIES

### For a Greener Future

As a leading UK steel stockholder, ParkerSteel have an important responsibility to protect our planet and our people by implementing ethical and sustainable practices in our workplace and operations.

We moved one step closer to greener operations by making the switch to paperless deliveries. Instead of providing a paper delivery note with each order, our customers can now access them digitally by logging into their personal accounts on our website.

In the UK alone, we use over 9.9 million tonnes of paper every year, and the average office worker uses up to 45 pieces of paper daily. By committing to this sustainable practice, we will save 300,000 pieces of paper each year: the equivalent of 75 trees!



*The greatest threat to our planet is the belief that someone else will save it."*

*Robert Swan*

## SATURDAY ORDERING

### Unbeatable Stock Delivery

If you are looking to stay ahead of tight industry deadlines, ParkerSteel's streamlined procurement and delivery service is one of the best in the UK, with stress-free one-click ordering and next-day delivery.

Our special Saturday ordering service makes it easy to place any orders you may have forgotten to take care of before the weekend. Simply order your steel stock on our website any time before 3PM on Saturday and you will receive it on Monday, ensuring your project remains on track.

## PARKERTOOLS WEBSITE

### New Look, New Features, New Shopping Experience!

The ParkerTools website got a fresh redesign in April, with the aim of providing a completely personalised shopping experience for our customers. Featuring an intelligent search bar, new ways to shop, and product recommendations based on previous purchases, our upgraded tools website has made it easier than ever to purchase the tools of your trade.



# **OUR PARTNERS & CUSTOMERS**

**P36-45**

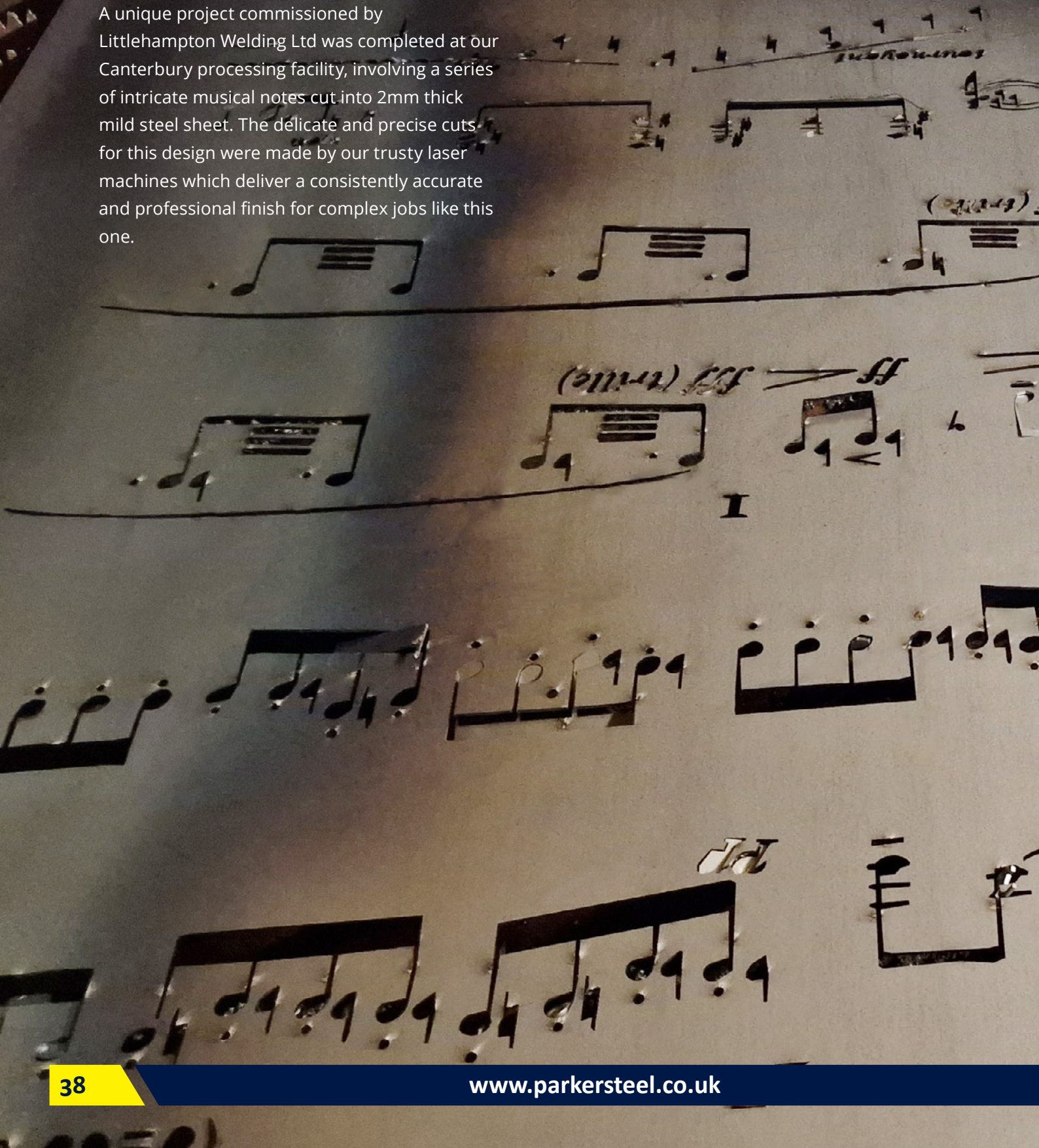
Harnessing the real power of relationships

***“Customer partnership is a shared journey to create a future for both parties that is better than either could have developed alone.”***

# MUSICAL NOTES

## Littlehampton Welding Ltd

A unique project commissioned by Littlehampton Welding Ltd was completed at our Canterbury processing facility, involving a series of intricate musical notes cut into 2mm thick mild steel sheet. The delicate and precise cuts for this design were made by our trusty laser machines which deliver a consistently accurate and professional finish for complex jobs like this one.





TRUMPF







# FRESH WHARF

## Frixos Metal Works

Two hundred highly-detailed laser cut panels and frames were commissioned for Fresh Wharf, a collection of high-specification apartments and homes overlooking the River Roding in Barking, London.

Frixos Metal Works chose ParkerSteel to supply the mild steel tubes and sheets, which were then expertly cut to the exact specifications of the customer using our high-precision tube laser and flat laser machines. The panels and frames were then coated, fabricated and installed on the balconies of the Fresh Wharf Development.

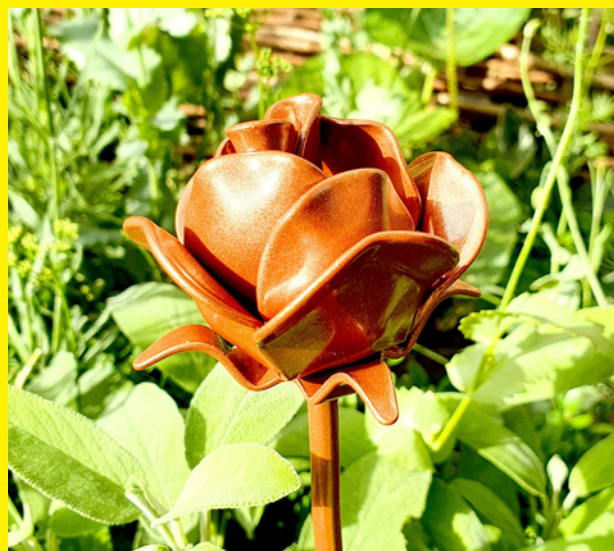
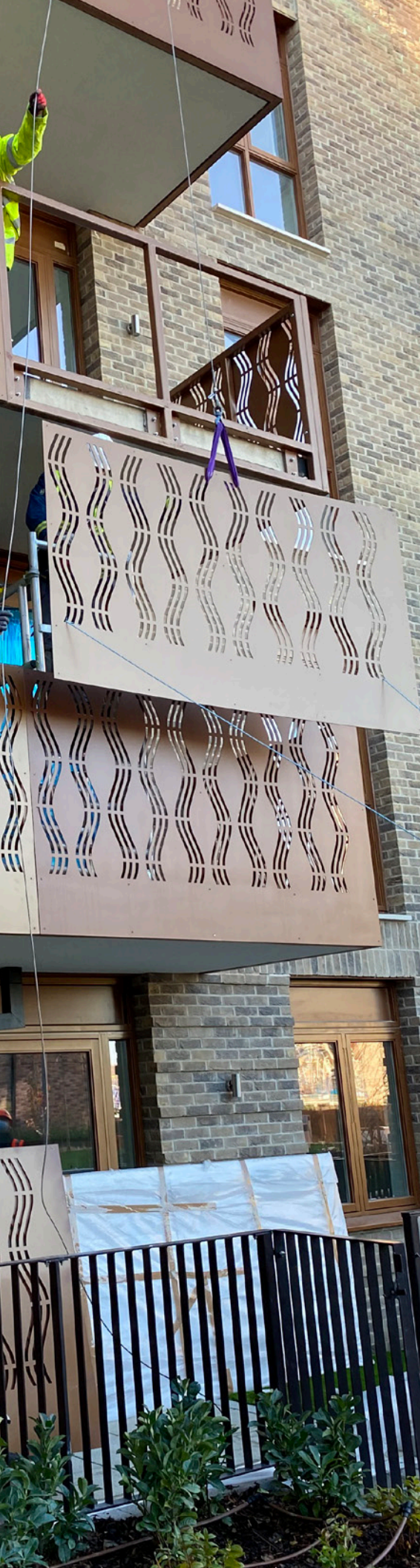


*Working with ParkerSteel on this project was a complete success from start to finish. We were impressed with the accuracy and quality of the finished projects that they were able to achieve. All the panels and frames were cut to a very high standard and delivered to our workshop in great condition."*

*Dean Johnson  
Procurement Manager  
Frixos Metal Works*







# VALENTINE'S ROSE

## Hurstbourne Forge

As part of a fundraising campaign for a local hospice, Hurstbourne Forge in Andover crafted 1,000 intricate roses out of ParkerSteel's versatile range of bright steel.

The exceptional ductility and flexibility of our bright steel combined with its strong and hard-wearing properties made it the perfect medium to craft these delicate sculptures, which were available just in time for Valentine's Day in any of the six colours featured in Hurstbourne Forge's logo.



# POOLE HOSPITAL

## Weldrite

We were proud to take part in the refurbishment of Poole Hospital, an £800,000 project which was completed earlier in 2022. Using our advanced drill and plasma cutting machines, we processed and delivered over 70 tonnes of structural steel for our customer, Weldrite, who used this material to transform and modernise Poole Hospital in preparation for its long-term future.



# ORNATE STAIRS

AKD & Sons Ltd



This special project required both CNC cutting and milling on our high-precision plasma and Vernet machines to execute the intricate components, which went on to be assembled and installed at the customer's site.



We collaborated with local fabrication experts AKD & Son Ltd to produce a bespoke set of treads and railings with a unique pattern for one of our valued customers.







# PORT OF DOVER PARTNERSHIP

## Building Long-lasting Relationships

Our strong international supply chain is instrumental for maintaining our high stock levels, and as a result, we regularly receive steel shipments through the nearby Port of Dover. Over time, we have built a great working relationship with their teams, exchanging experience and information with the aim of mutually improving our operations.

Martin Ord, our Operations Director, invited the Port of Dover Cargo's Operations Team to ParkerSteel this year to discuss our best practices in handling steel. Assisted by Andy Stephens, the HSEQC Director, and Robert Smither, our Operations Training Manager, the teams were able to share their invaluable knowledge, experience, and advice with regards to handling steel in order to improve efficiency whilst retaining the highest standards of safety.

This first experience exchange session created a firm foundation upon which we will continue to build a long-lasting relationship with the Port of Dover.



# LEARNING FROM OUR PARTNERS

## Training with Lindapter & HMT

Providing regular opportunities for employees to upskill and advance their industry knowledge is part of our commitment to investing in our people and encouraging internal growth. In 2022, the ParkerTools division participated in several in-depth training sessions led by outside experts from leading tool manufacturers.

Matthew Taylor, a Regional Sales Engineer from the globally renowned Lindapter International, visited our Canterbury depot to share his



expertise in an informative talk which allowed our team to familiarise themselves with Lindapter's cutting-edge clamping systems.

Another training session was led by Alfred Boyt, an Area Sales Manager from Holemaker Technology (HMT). With first-hand demonstrations of their adaptable Versadrive system, our team was able to gain invaluable insight into the practical uses and features of HMT's range.

This additional training has been greatly beneficial to our ParkerTools department and ensures that we continue serving our customers with up-to-date industry knowledge and skill.



*Working with our suppliers to provide training opportunities has strengthened the knowledge of our ParkerTools team, a benefit which directly translates into increased sales for the business."*

Steve Drury  
ParkerTools & Fixings Division Manager



# OUR PEOPLE & COMMUNITIES

**P46-55**

Elevating those around us

***“Small acts, when multiplied by  
millions of people, can transform the  
world”***



# LEGENDS LEAVE LEGACIES GUY PARKER

## Celebrating the Legacy of a Legend!

During Guy Parker's long tenure as Managing Director of ParkerSteel, his innovation and investment in modern machinery and technology propelled our company into the future. Guy's strong leadership and vision throughout every challenge ParkerSteel has faced is the reason we are now recognised leaders in the UK steel industry, employing over 300 people across the country.

After many years of service, we celebrated Guy Parker's official retirement on May 27th with a memorable event on site for friends, family, and staff.

Guy was greeted with applause and fanfare as he arrived at our Canterbury facility before being taken on a final tour of the factory by our new MD, Dylan Alexander. Prior to enjoying an excellent BBQ in the ParkerSteel parking lot, a heart-warming tribute video to Guy was screened for all, featuring interviews from close friends, family, and long-serving employees.

His incredible legacy has now been passed on to Dylan Alexander, our new MD, whose record of accomplishment and years of industry experience will undoubtedly take ParkerSteel to new heights of success.







*I'm proud to have been able to work with so many great people during my years as MD of ParkerSteel. With my successor Dylan Alexander at the helm, I have every faith that the future of the company is in safe hands."*

*Guy Parker  
Previously Chairman of ParkerSteel*





# BBQ CUP

## Great People Create Great Teams

Our annual BBQ Cup Football Tournament was held in July at the University of Kent, as a way for Dylan and the senior management team to thank our staff for their hard work and dedication and to celebrate a record year for the company.

The 2022 tournament was bigger and better than ever, with plenty of food, live music, entertaining football matches, and lots of sunshine.

Staff from across ParkerSteel's various departments and facilities around the country attended this fun-filled event, providing a fantastic opportunity to encourage fitness and wellbeing in our company as well as build strong bonds between colleagues.







Though they faced tough competition from the other three teams, the white team, named 'We're Steel Standing', remained undefeated throughout the tournament and were ultimately named the BBQ Cup Champions for 2022. The spectators witnessed some impressive football skills on display from many of the players, but the Man of the Tournament trophy was shared between Shane Clark and Peter Knight, who were outstanding during all the matches.

After the tournament, everyone enjoyed a delicious spread of food and drinks, complete with live entertainment from a local band, 'The Buzz', and award-winning magician, Joseph Parrin.





# RENEWING OUR FOCUS ON WELLBEING

Prioritising the health and wellbeing of our employees is a fundamental aspect of our SWITCH business model and essential to creating a positive workplace. With so many people impacted by current events, such as the Covid-19 pandemic and growing social and economic inequalities, we are committed to providing more opportunities for our staff to look after their mental health and make healthy lifestyle changes that can translate to their home life.

## Integrative Nutrition Workshops

To encourage a healthier mindset in our employees, a series of wellness workshops were organised to provide a safe, judgment-free space for employees to take the first step on their personal health journeys.

The engaging and informative sessions were led by an outside expert, Rachel Alexander, who is a Qualified Midwife and Certified Integrative Nutrition Health Coach. A variety of topics related to integrative nutrition and purposeful,

conscious living were covered, and attendees were given a wealth of information and useful tips towards creating a personal roadmap for success.

A selection of the talking points are listed below:

- **Food Swap:** Finding a healthy alternative for an unhealthy meal or snack
- **Food Labels:** Checking the nutritional value of the products you buy
- **Setting a Clear Intention:** What do you want to change and why?
- **Building a Growth Mindset:** Focus on progress, not perfection!
- **Track Habits and Behaviours, Not Calories!**



*We cannot become what we want, by staying how we are."*

*Max De Pree*

## Unlocking the Power of the Mind

We hosted a drop-in session at ParkerSteel for all employees led by Andrea Betts, an expert in neuroscience who helps people to resolve anxiety issues and OCD, manage depression, remove phobias, and assist with weight loss. At the session, our staff were able to gain deeper insight into how the brain works to break cycles of negative behaviour and make positive changes in their lives.

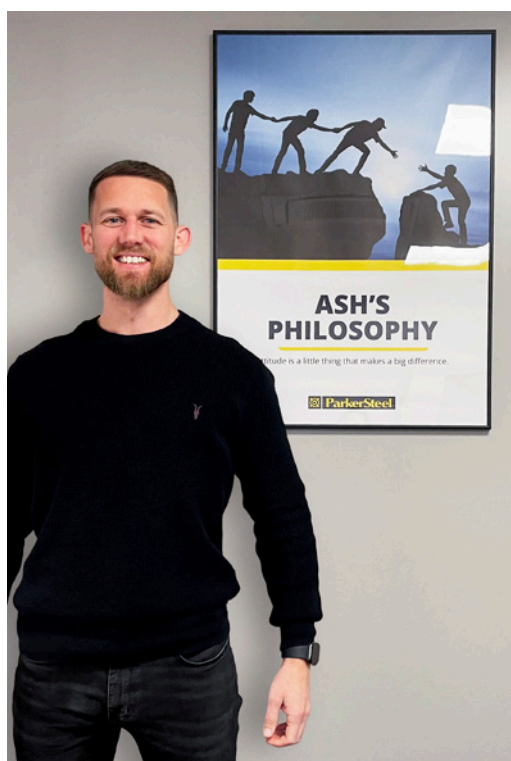
## Mental Health Courses

Our Health and Safety Director, Andy Stephens, took part in a Quallsafe Mental Health First Aid instructors' course, which qualifies him to deliver effective mental health first aid to our staff. We will soon be organising workshops that provide an understanding of mental health and cover a variety of relevant topics including stress, depression, drug abuse, low self-esteem, and how to apply self-care to increase mindfulness.

# CREATING A LEADING MENTALITY

Fostering a positive and inspirational workplace culture is a big priority for us at ParkerSteel. To keep our staff informed and motivated, we commissioned a series of posters which were displayed throughout our main buildings illustrating our mission, vision, and values.

Each of our managers and directors also received a print of their personal business philosophies to be posted in their office for the benefit of their teams.







# SUPPORTING OUR COMMUNITY

## Our Sponsorships

Giving back to our community is a primary focal point of the SWITCH business model, and to honour this commitment, ParkerSteel have taken an active role in sponsoring several local sports clubs in addition to our continued sponsorship of Oxford University Rugby Club (OURFC).

Many of the clubs we sponsor have decades, if not centuries, of history behind them, and therefore, are important to preserve as part of the landscape and community. As a former

rugby player for OURFC, Dylan Alexander is particularly passionate about ensuring that local sports teams are able to continue their legacies and instil the same values of leadership, teamwork, and discipline into the next generation that he received.

Listed below are the teams that ParkerSteel currently sponsor:

- Canterbury Rugby Club
- St Lawrence & Highland Court Cricket Club
- Oxford University Rugby Club



## HERNE BAY ROLLER HOCKEY CLUB

ParkerSteel are proud sponsors of the Herne Bay Roller Hockey Club, whose junior teams continued their long history of success this season. The U13 team claimed the title of National Cup Champions on June 11, while the U13 and U15 teams won the regional league and U17 came second.

Founded in 1910, Herne Bay Roller Hockey Club is the oldest of its kind in the UK. Today, the club has over 300 players and has developed some impressive young talent, a few of whom have been selected to play for England's national team.



*I am a firm believer in the importance of participating in sports and the lessons in leadership, self-discipline and teamwork that it teaches. The Herne Bay Roller Hockey Club is an important part of this sport's history, and therefore I'm delighted to take part in continuing their legacy through our sponsorship."*

*Dylan Alexander  
MD of ParkerSteel*





**YOUR *Complete* STEEL SOLUTION**