



Ashbrook - Quality Policy Statement

At Ashbrook our aim is to deliver a unique rental service in target markets, driving value for our customers through disciplined execution of operational excellence and service innovation. This will be driven through Ashbrook's Core Values and underpinned by a Safety culture where we don't hurt people and all colleagues have a right to STOP and find a SAFER way.

We do this through our Core Values:

- a. **Zero Harm** – We are serious about targeting zero harm to our colleagues, customers, communities, the environment, our financial strength and ultimately our brand reputation.
- b. **Culture** – How we feel about Ashbrook, the decisions we take that make a difference to the teams we work with, we trust and believe in our colleagues, treating them like family and friends
- c. **Accountability** – Understanding our accountabilities and delivering on them, willing to step forward and make a difference to our customers

In pursuit of this strategy, it is our policy to manage all aspects of our business diligently and, to adhere to procedures and working practices relating to quality which meet the requirements and comply with ISO 9001 and our Quality Management System.

We strive for continuous improvement by the setting of quality objectives and targets to develop a Zero Harm culture, which puts the customer first challenges inconsistency and strives for right first time performance.

All colleagues have an essential part to play in identifying ways in which that we can continuously improve our customer service, encouraging a culture where our colleagues feel engaged in delivering an excellent customer experience.

We ensure that our colleagues are be supported by providing the necessary work environment, training and resources to ensure that we are efficient in order to improve the customer experience and performance.

Our quality Management System is reviewed on a regular basis in conjunction with our leadership team and in line with industry standards.

Ashbrook, through effective communication with all colleagues, will ensure this policy is fully understood and realised through effective leadership and continual training.

On behalf of Ashbrook:

James Ashbrook

Date: 13th January 2022 Review Date: 13th January 2023