

# STANDING TOGETHER

Our 2020 Responsible Business Report



Looking after our members



Championing rural communities



Helping to protect the environment



Valuing our people



**NFU Mutual**  
INSURANCE | PENSIONS | INVESTMENTS

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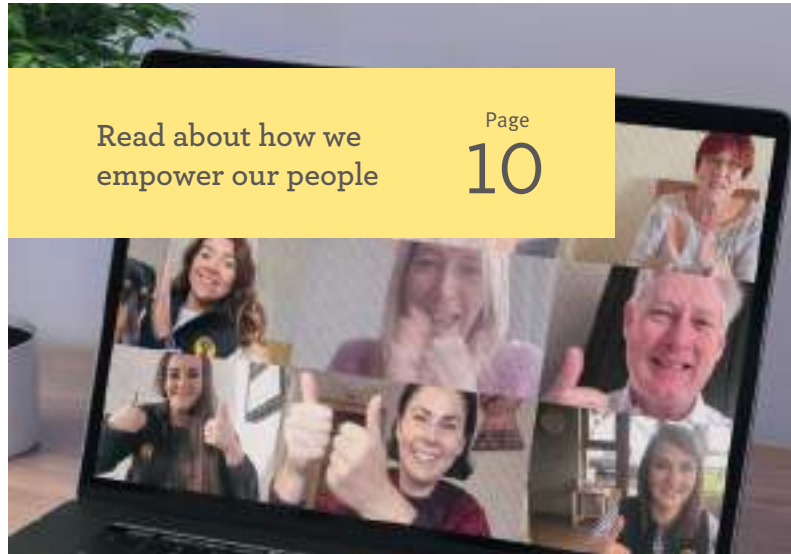
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## OUR IMPACT IN 2020



**38%**  
female representation in senior management roles



**1,300**  
hours of employee wellbeing, training and support delivered



**66%**  
of our waste recycled



**£7.5 million**  
donated to Farming Unions



**£430k**  
invested in the fight against rural crime



**594**  
accident victims helped through our rehab scheme



**£1 million**  
donated to local frontline charities



**2,610**  
future farmers received farm safety training



**217**  
pieces of furniture donated to local causes



# STANDING ALONGSIDE OUR COMMUNITIES

**At NFU Mutual, we're owned by our members, not shareholders. We're free to follow our own path, and supporting our communities has always been at the very heart of our approach.**

In 2020, that support became more important than ever. The impacts of the Covid-19 pandemic have touched everyone. Isolation, loneliness, financial stress and anxiety are all on the rise\*. We've worked hard to identify the best ways to help, while continuing to serve and stand alongside our communities in the same ways we always have.

Working closely with our Agency network and charity partners, we've been able to give more than £2 million to national and local organisations delivering vital services and practical and emotional help to those who need it. We've also donated more than £7.5 million to the Farming Unions who are continuing to support rural businesses and families around the UK.

In this report we'll show you how we're standing together with our communities and good causes as they deal with, not only the effects of the pandemic, but a host of other challenges too.

\*Isolation Research, Mutual Voice, Nov 2020, 501 customer responses

“ We understand how isolation is affecting people and families, and the care offered by our charity partners in all corners of the UK is critical at this difficult time. I feel proud that we're supporting causes that are changing lives, giving hope and building resilience for the future. ”

Lindsay Sinclair,  
Group Chief Executive Officer



# LOOKING AFTER OUR MEMBERS

Our dedication to our members goes beyond designing quality financial and insurance products. We care about their health and wellbeing, and work hard to protect their livelihoods. In a year of lockdowns and unprecedented uncertainty, we've maintained our supportive, personal service, and continued to be there when we're needed most.



## TACKLING RURAL CRIME

The Covid-19 pandemic brought out the good in many people - and the worst in a few. Last year rural crime continued to plague the countryside and hamper farmers' efforts to keep the nation fed. To further enhance our commitment to protecting rural communities, we invested £430,000 into schemes across the UK designed to tackle rural crime - including a police unit dedicated to tracking and recovering stolen agricultural vehicles.



## EDUCATING YOUNG DRIVERS

Our Young Drivers' Scheme is an interactive training programme that gives young drivers the advanced skills they need to stay safe, particularly on rural roads. Created in partnership with Drive Doctors, the scheme is available to children of members who are aged between 17 and 21 for cars, and 24 for vans and light goods vehicles, when they take out their own motor insurance policy. Since 2014, over 3,000 young drivers have taken the course.



## INVESTING RESPONSIBLY

It's our responsibility to invest our members' money carefully. When evaluating investments, alongside traditional financial measures we encourage our fund managers to consider Environmental, Social and Governance factors (ESG), such as impact upon society or the climate. We actively engage with the companies we invest in, including using voting rights to accelerate change and move towards more sustainable practices. During 2020 our Fund Managers voted at 5,552 meetings on 63,142 resolutions, of which there were 9,144 votes against management.





My rehab experience is hard to put into words, but it changed my life instantly. I was rapidly spiralling downwards. Rachel, my occupational therapist, made a monumental difference and I am so grateful. I just can't speak highly enough of NFU Mutual. They were always very proactive, they genuinely wanted me to recover.



Ben Amis, Engineer



#### AWARD-WINNING REHABILITATION

If one of our members is legally responsible for an accident where somebody has been injured, we'll do everything we can to help them back to health and independence. In 2020, 594 people benefited from our help.

Ben Amis, a 30-year-old Engineer, made a personal injury claim three years after suffering a crush injury to his leg. After 18 unsuccessful operations, his leg was eventually amputated below the knee. Embarking on rehabilitation three years post-accident is challenging, but we offered help immediately. We engaged an occupational therapist and a psychologist to support Ben, and made funds available for housing adaptations, prosthetics and a range of equipment to help him regain his confidence and his life.



#### FOCUS FOR 2021

Extending the Young Driver Scheme to all new drivers, regardless of age.



# CHAMPIONING RURAL COMMUNITIES

Originally set up as a rural insurer, we've long understood the difficulties experienced by our countryside communities. The pandemic has only added to the challenges they face. Isolation and financial stress both negatively impact mental health. Agriculture already has the second highest risk of suicide of any industry, at almost twice the national average. We recognise that we're in a position to help tackle some of these issues and make a difference on the ground.



## HELP WHERE IT MATTERED MOST

When the global pandemic hit, we responded by setting up our Agency Giving Fund and allocating £1 million in just 12 weeks to support charities, such as hospitals and foodbanks, working on the frontline. To ensure funds were distributed quickly throughout local communities, we asked each Agency office in our network to nominate a charity to receive an equal share.



## PROTECTING FUTURE FARMERS

We set up the Farm Safety Foundation (FSF) in 2014 with the mission to change the industry's risk-taking culture and protect farmers' physical and mental wellbeing. In 2020 its unique farm safety training was delivered to over 1,316 agriculture students and 844 young farmers through YFCs across the UK. As part of our Coronavirus Support Package, we provided an additional donation to the FSF to deliver a practical guide to help our members cope with the mental stresses and strains associated with the pandemic.



## STANDING BY FARMING FAMILIES

Family farms are the cornerstones of rural life. But the changing face of agriculture means many are struggling to survive. We've been working closely with The Prince's Countryside Fund on their Farm Resilience Programme to help strengthen the UK farming sector and secure a brighter future for farming families. Since 2016 nearly 1,000 farms have received free business support and training.



## FOCUS FOR 2021

Continue to understand community challenges and collaborate with Samaritans to raise awareness of its critical 24-hour service.



### THE NFU MUTUAL CHARITABLE TRUST

With one in ten UK charities facing bankruptcy this year, the charity sector is one of the worst hit by Coronavirus\*. The NFU Mutual Charitable Trust is an independent charity established in 1998 to support organisations working in the interests of agriculture, rural communities and the countryside. In 2020 the Trust donated more than £1 million to support a number of national charities suffering a funding shortfall brought about by the pandemic. The money helped charities to stay open and continue providing crucial support services such as helplines, e-counselling, outreach and mentoring initiatives. One of the recipients was Samaritans, and another LEAF Education (Linking Environment and Farming), which teaches young people about where our food comes from.

\* Pro Bono Economics predicting a £6.4bn loss of income for charities as a result of Coronavirus from June - December 2020.

“ The NFU Mutual Charitable Trust is supporting our response to the pandemic and in 2020 backed our “Real People, Real Stories” campaign to reach those most at risk, particularly among men aged 20-59 in rural communities. It’s only thanks to the support of funders such as The NFU Mutual Charitable Trust that we are able to continue to be there, 24 hours a day, 365 days a year. ”

Jason Jaspal,  
Assistant Director of Business Development,  
Samaritans





# HELPING TO PROTECT THE ENVIRONMENT

Tackling the climate crisis is a shared global responsibility, and we all have a part to play. The impact of changes in our environment are already being felt by our communities. Extreme weather, shrinking crop yields, rising sea levels, flooding and food scarcity are all becoming more common. At NFU Mutual, we acknowledge there is an urgent need for action – not only to respect the wishes of our members who strive to be part of the climate solution, but also to actively reduce our own environmental impact to help drive the transition to a low carbon economy.



## A NEW STRATEGY FOR CHANGE

In 2020 we defined our Climate Change Strategy, and our mission statement to deliver it was approved by our Board. We've been assessing the potential impact of climate change and we will be building this into future business plans. We're closely monitoring the long-term risks and opportunities it could bring for our members and our business.



## RESPONSIBLE PROPERTY INVESTMENT

At NFU Mutual we're responsible for managing two property portfolios: the offices we occupy and work from, and the investment properties we manage to deliver long-term financial performance. In 2020, our Property Investment team developed a responsible investment strategy that supports positive environmental and social outcomes, and considers factors such as energy consumption and generation across our portfolio.



## REDUCING OUR IMPACT AT HOME

With many employees working from home, 2020 saw a vast reduction in waste production across our offices. However we continued with our existing waste processes, recycling 66% and exceeding our recycling target of 60%. Our recycling rate in 2019 was 64%. For information about our carbon emissions, please go to our Report & Accounts, which can be found on our website.





At Bridgetown Primary we rely on grants and community fundraising to enhance our resources. With the ever-increasing demand for technology, 'simple' furniture requests are a bit of a luxury! We are so grateful to NFU Mutual for donating furniture for our office, classrooms and practical areas. Bins, chairs, filing cabinets and noticeboards are not exciting enough for grants or fundraising, but much-needed just the same!



Stephanie Ferries, School Business Manager



## RECYCLING TO IMPROVE LIVES

At NFU Mutual, we're proud that all of our waste and anything we do not need is either reused, recycled or disposed of responsibly. That's also true of our unwanted office furniture. We donate items that can have a second life to local organisations. In 2020, we gave 217 pieces of furniture, such as sofas, cabinets, tables and chairs to nine local groups, including schools, sports clubs, hospices and community centres where it was put to excellent use.

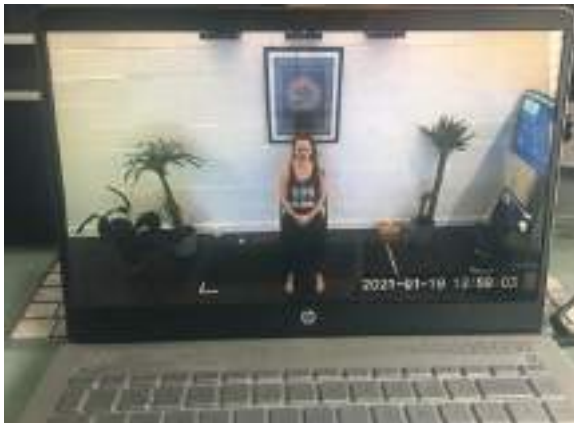


## FOCUS FOR 2021

Install electric vehicle charging points at our main Stratford Head Office locations.

# VALUING OUR PEOPLE

One of NFU Mutual's strategic objectives is to be a Great Place to Work. We're committed to providing a friendly, fair and inclusive working environment that rewards success, encourages personal development and empowers all of our employees to make meaningful differences wherever they can.



## EMPLOYEE WELLBEING

At home or at work, we want to help our employees be as healthy as possible. Daily life changed considerably as a result of Covid-19, and looking after our employees during these unprecedented times was important. To support our employees' physical and mental wellbeing in 2020, we rolled out a programme of Wellbeing Weeks, delivering over 1,300 hours of training, education and activities covering a broad range of topics, including managing stress, exercise, meditation, nutrition, chair yoga and sleep.



## SUPPORTING OUR PEOPLE DURING LOCKDOWN

During 2020 we implemented an extensive communications programme to inform employees of our plans to support them through the challenges of lockdown. We converted learning and development events to digital and virtual formats, and ensured continued access to our coaching and mentoring programmes. We also provided the technology and resources our staff needed to do their jobs effectively from home. Our employee engagement remained at world class levels, and we were awarded the Gallup Exceptional Workplace Award for the second year running.



## WOMEN IN FINANCE

NFU Mutual has been a signatory of the Women in Finance Charter since 2018. We have implemented a number of initiatives, including gender balanced recruitment longlists, unconscious bias training for all managers and return-to-work coaching and career development support for those returning from long-term career breaks. These initiatives have ensured that we are on track to meet our published targets in 2021.





## DEVELOPING OUR PEOPLE

It's essential that our employees are able to deliver on our commitment to our members. We provide top quality personal, technical and talent development opportunities, as well as a graduate training scheme and award-winning apprenticeship programme, to ensure ours are some of the best people in the industry. In 2020, we welcomed 49 starts on our Apprenticeship Programme, and 21 graduates joined our Professional Training Scheme.



“ I knew I wanted to progress within a values-led business and I've been supported every step of the way. NFU Mutual has helped me balance studies alongside work, paid for exams and provided many opportunities to do so many different things which have broadened my horizons.”

Rachel Kelsall,  
Head of Underwriting and Claims



## FOCUS FOR 2021

Create a positive working environment where everyone feels supported, connected, and empowered to provide a world class service to our customers, while also continuing to learn and grow in their own careers.

# SUPPORTING YOUR COMMUNITY

We have more than 300 local Agent offices serving communities across England, Scotland, Wales and Northern Ireland.

For more information about our responsible business activities, search

[nfumutual.co.uk/responsiblebusiness](https://nfumutual.co.uk/responsiblebusiness)

You can also reach us through our various social media channels. We're always interested to know what you're thinking.



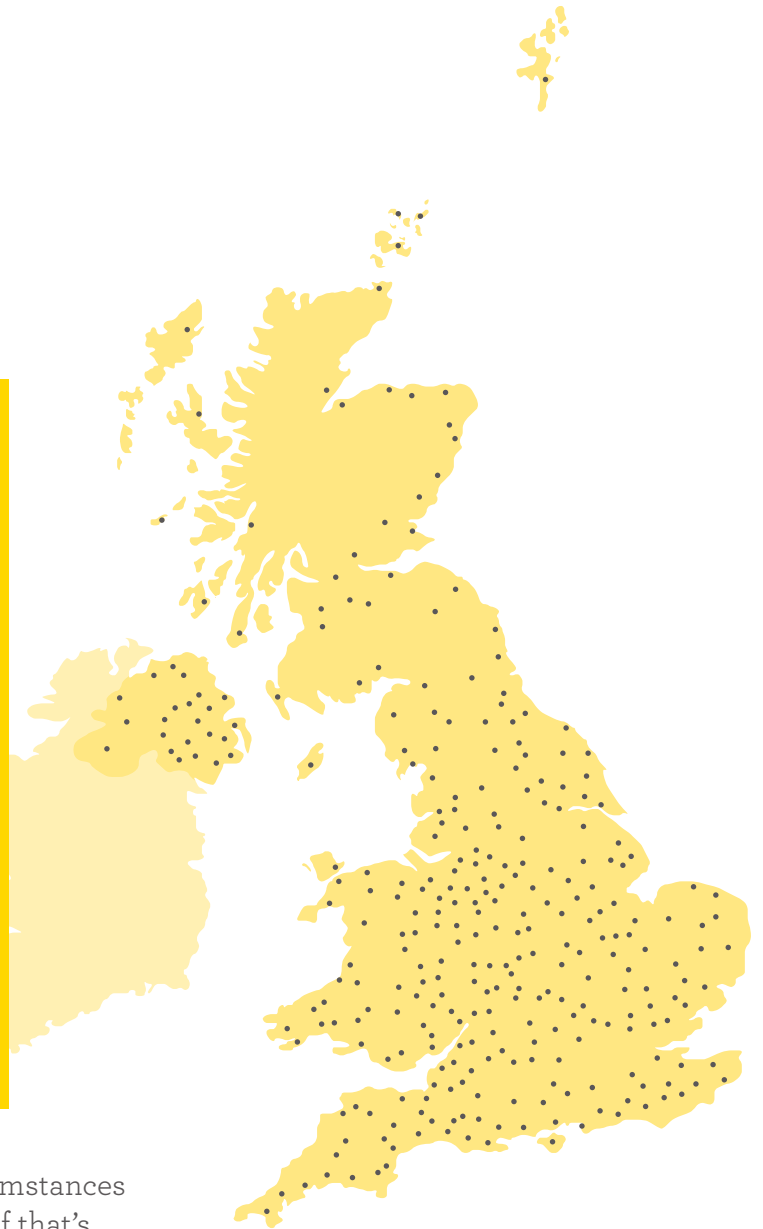
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We recognise that from time to time circumstances change and you may need more support. If that's the case, please contact us.



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If you would like this document in large print, braille or audio, please contact your local agency office.



The Prince's Responsible Business Network



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