

ADAS Quality Policy



Our unique perspective spans the environmental, agricultural and rural infrastructure. ADAS has a proud reputation for integrity and for producing solutions which achieve a sensitive and sustainable balance between the needs of wildlife, the environment and man. Our vision is to be a valued and valuable business that makes the world a better place.

The core purpose of ADAS is to provide ideas, specialist knowledge and solutions to secure our food and enhance the environment. Our business aims are based around appreciating our client's specific needs, then using our knowledge and independence, supported by our robust, science-based information, advice and implementation services to help our clients prosper and achieve their objectives. We adopt sound, ethical and profitable commercial practices and are committed to supporting the welfare and wellbeing of our skilled workforce thereby achieving a strong company we are all proud to work for.

The ADAS business strategy is underpinned by the principles embodied in the ADAS corporate values:

- **Curiosity** – We constructively challenge what we and others do and encourage others to do so as well. We analyse and interpret information and opportunities and are receptive to new ideas and encourage and acknowledge innovation.
- **Energy** – We motivate by giving time, praise and support and enthuse others through positive communication and involvement. We consistently display a positive and can-do attitude.
- **Responsibility** – We empower others by giving clear responsibility, information, recognition and coaching. We demonstrate honesty by learning from mistakes and taking corrective and preventive actions. We make sure that effective and timely decisions are made.
- **Results** – We demonstrate a positive, results and outcome attitude in all our actions to clients, collaborators and colleagues. We seek out, recognise and communicate all aspects of desired results in a clear and consistent manner. We celebrate success and use opportunities to drive further innovation.

The ADAS Integrated Management System (AIMS) defines the way that Management wishes the company to operate in compliance with the ISO 9001 quality management system standard and other relevant standards and schemes to which the Company complies, with the objectives of providing value-for-money services which deliver profit to the company and fully satisfy client requirements. All components of the system are regularly reviewed and revised in order to meet business needs and continually improve performance for the dual benefits of company profitability and client satisfaction. Implementation of the management system is mandatory and staff are required to undertake their duties with technical and commercial integrity at all times.

Quality objectives are established by each business unit within ADAS with key performance indicators subsequently monitored and reported to ADAS Management.

Ian Strudwick
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