

Partnerships Newsletter

Welcome to the national Partnerships Newsletter, brought to you by the Regeneration & Partnerships Team at Business in the Community. To remind you the first half features news and information that we hope will be useful to anyone brokering business/community activity locally, while the second focuses on issues of specific interest to those of you working on Business in the Community-related activities. We value your feedback. If you have any thoughts or queries, please get in touch.

ODPM changes its name

After the cabinet re-shuffle in May, the Office of the Deputy Prime Minister (ODPM) has now been re-named the Department for Communities and Local Government (DCLG). The DCLG takes on the entire brief of the former ODPM. Secretary of State, Ruth Kelly, is heading up the department with a team of ministers which includes:

- Phil Woolas, Minister for Local Government and Community cohesion.
- Yvette Cooper, Minister for Local Housing and Planning.
- Angela Smith, Under Secretary of State - Women and Equalities, Support on Community Cohesion and Faith.
- Baroness Andrews, Under Secretary of State - DCLG business in the Lords plus Neighbourhood Renewal.

Payroll Giving - a brief outline

Payroll Giving is the most effective way a member of staff can donate to a charity that is close to their hearts. Implementing a scheme in your workplace is very easy, and simple to do as the process is administrated by a Payroll Givng Agency and once in place the scheme runs in the background on your payroll.

Payroll Giving was launched in 1987, and during its first year £1,200,000 was generated by 50,600 donors. Since then charities have seen huge increases in valuable donations, coming in through these mechanisms which helps them to plan forward national campaigns.

Fuelled by the 10% supplement, and more recently the SME Payroll Giving Grants Programme, contributions have risen to £83,381,783 from a staggering 593,394 donors.

Carole Headley, from Macmillan Cancer Support , says "Macmillan Cancer Support improves the lives of people affected by cancer by being a source of support and force for change. Payroll Giving donations are vital to our income to maintain and develop our services and help provide practical, medical, emotional and financial support".

The SME Grants scheme is promoted by Business in the Community in partnership with the Institute of Fundraising and awards small businesses that set up a scheme with a cash grant and also match funding of the employees donations. For more information please contact caroline.peat@bitc.org.uk or visit the designated website at www.payrollgivinggrants.org.uk.

LEGI Round 2

14th September was the deadline for the second round of Local Enterprise Growth Initiative (LEGI) when local authorities compete for a pot of DCLG funding to simulate enterprise development in deprived communities. 10 bids were successful in the first round from 15 local authorities so this round only 76 local authorities are eligible to apply. Poor business engagement came out as a common theme in the failed first round bids. Bearing this in mind the DCLG asked Business in the Community to run a workshop on the subject at the LEGI conference which was held in May. For any further information please contact Susan Hinchcliffe on 020 7566 8784.

THE PARTNERSHIPS TEAM

Kirsty McHugh - Regeneration & Partnerships Director, Nicki Della-Porta - National ProHelp Manager, Susan Hinchcliffe - Regeneration & Partnerships Manager, Clare Southwell - SME & CommunityMark Development Manager, Stephanie Hagan - Partnerships Manager, Rob Compton - Community Impact Programme Manager, Maria Jose Subiela - Engage Programme Manager, David Halley - Head of International Partnerships, Jo Pyres - European Project Manager (departing 22nd September), Bill Boler - Underserved Markets Director, Chris Gunning - Regeneration Manager, Katie Pow - Programme Support Co-ordinator, Pamela Cole - Programme Support Co-ordinator

New Publication to help small businesses set off on a Better Business Journey

Sound familiar?

"I am increasingly being asked for information on environmental and community issues as part of tendering for contracts and from large clients and I don't know where to start."

"My business is struggling to recruit, motivate and retain good staff."

"How can I ensure I run an environmentally friendly business without costing me a lot of time and money?"

"I have a business to run with limited resources, so how can my business benefit?"

If you've ever heard this from a small business then help is at hand. A new publication, **Better Business Journey**, has been created by The Small Business Consortium and is aimed specifically at small businesses and their advisors. The publication is packed full of useful tips and actions suitable for small businesses whatever stage of the 'journey' they are at. It is aimed at all small and medium sized businesses that are interested in increasing their profitability and responsibility at the same time.

Look out for the publication on www.smallbusinessjourney.com and www.bitc.org.uk/communitymark. If you would like to be sent a copy of the publication then please email stephanie.hagan@bitc.org.uk.

Small Business Journey goes regional

Regional hubs are being created within the Small Business Journey website (www.smallbusinessjourney.com) to make it even easier for small businesses to find information relevant to them and their needs. Hubs for the North West and London will be launched shortly and it is hoped that similar hubs for the other English regions, Wales, Scotland & Northern Ireland will be created over the next year.

The 'Small Business Journey' is an on-line guide to help businesses improve profits through responsible business practice. In addition to the latest information and news it contains How To guides, examples of businesses that have profited from responsible business practices as well as key research studies. There are three routes on The Journey, each route looks at a series of issues which are called +points because they can be used to add value to any business.

www.smallbusinessjourney.com is an initiative of The Small Business Consortium which aims to raise the competitiveness of small businesses through improving their social, environmental and community impact. The members of the Consortium are AccountAbility, Arts and Business, British Chambers of Commerce, Business in the Community, CSR Europe, the Federation of Small Businesses, the Forum for Private Businesses, the Institute of Directors, Lloyds TSB, Responsibility North West and Scottish Business in the Community.

For more information on The Small Business Consortium or the regional website hubs please contact Stephanie Hagan, stephanie.hagan@bitc.org.uk tel: 020 7566 6653.

Cities Strategy Pathfinder

The 13 successful cities who have been granted Cities Strategy pathfinder status have been announced. This is a Department for Work and Pensions initiative to join up local partners to get people back into work. Each Pathfinder will be led by a consortium which will include the private sector. The DWP is providing £5 million to get the plans off the ground. The areas chosen are: Birmingham, Blackburn, Dundee, Edinburgh, Glasgow, Heads of the Valleys, Leicester, Liverpool, Manchester, Nottingham, Rhyl, Sheffield and Tyne and Wear.

More information can be found at: <http://www.dwp.gov.uk/mediacentre/pressreleases/2006/jul/fmc080-270706.asp>

CSR Academy

The Small Business CSR Academy activity for this year is now complete. Business in the Community ran five events around the country in Liverpool, Derby, Darlington, Sheffield and East Lancashire in co-operation with the British Chambers of Commerce and the Department for Trade & Industry has been very pleased with the feedback received from this activity. At the time of writing the CSR Academy was awaiting a DTI decision on future funding. For any further information please contact Susan Hunchcliffe 020 7566 8784.

NEWS

DCLG picks leader for the Gateway

A chief executive has been appointed by the Department for Communities and Local Government to drive the delivery of the Government's flagship regeneration strategy. Judith Armitt, chief executive of Medway council, Kent, will take up the role of chief executive of the Thames Gateway growth area. The DCLG says that her role will be to provide strong and visible leadership for the regeneration strategy. For the full article please see [Regeneration & Renewal](#), 18 August 2006

Volunteer organisations will receive £1.1 million to share the best ideas for recruiting and retaining volunteers from under privileged social groups. Minister Ed Milliband, awarded the funding through the Gold Star programme that works to increase the number of volunteers among people with disabilities or long-term illness, black and minority ethnic groups and those at risk of social exclusion. [Regeneration & Renewal](#), 16 September 2006

IKEA becomes first retailer in UK to bin plastic carrier bags

Next month, Ikea will become the first UK retailer to ban plastic carrier bags in all its stores. In a further touting of its green credentials, Ikea introduced a compositable carrier bag, costing 10p, in two stores this week. The bags will be in all Ikea stores by October 2nd. For the full article please see [Retail Week](#), 8 September 2006

Volunteering England and NAVCA have announced a memorandum of understanding to encourage closer collaboration between local infrastructure bodies and Volunteer centres. The two agencies will help them speak with a united voice to their members and to the government. [Third Sector](#), 20 September 2006

Demand for ProHelp outstrips supply...

Research into supply and demand of free professional support to community groups through ProHelp (BITC's national pro bono programme) shows that 66% of ProHelp groups need more architects, quantity surveyors, and PR/marketing agencies to meet requests from the local community. Just under half reported that the community was failing to take advantage of support on offer from accountants and engineering firms. However, with only half of the £6m worth of support being taken up nationally, the biggest inhibitor was lack of resource to support the broker role - 84% of groups reported they could do more if they had more time and resource. Most groups run advice surgeries and workshops, the topics most in demand are business planning (78%), guidance on charity status/constitution (69%) and advice on fundraising/planning. Further details are available from nicki.della-porta@bitc.org.uk.



CONGRATULATIONS to Chris Lingard, Follett Stock and Chair of Cornwall ProHelp who was named Partner of the Year in The Lawyer Awards 2006. http://www.thelawyer.com/lawyerawards/2006/cat_21.html

Professional bodies working together

Presidents and CEOs of professional bodies and institutes shared views on working together to further activities in relation to CSR at a forum organised by the Royal Institute of Chartered Surveyors. Discussion followed a presentation from Stephen Howard, managing Director of Business in the Community. Further news on the collaborative work of professional bodies in next issue.

Welcome to the new ProHelp Chairs

Toby Preston, Bray & Bray (Leicestershire), Peter Bateson, Andrew & Co Solicitors (Lincolnshire & Rutland), Stephen Dobinson, EC Harris LLP (Nottinghamshire) with thanks extended to outgoing Chairs David Sturgis, David Cohen and Roger Garratt.

Professional firms see for themselves

Business leaders from professional firms in the North West joined a Seeing is Believing visit led by Stephen Brodie, Chair of Merseyside ProHelp, to see first hand how they can contribute to Merseyside's regeneration agenda. News story on: http://www.bitc.org.uk/news/news_directory/prohelpsib.html

ProHelp London awarded Big Tick

Congratulations to professional firm members of ProHelp London who achieved a coveted Awards for Excellence Big Tick 2006 for their positive impact on community through partnership working. The Big Tick is awarded to companies who demonstrate a high standard of excellence in responsible business practice. Find out more on:

http://www.bitc.org.uk/awards/celebrating_success/big_tick/big_tick_2006.html



London Cares day 2006 and we are doing it all again!!!

On 19th May 2006, nearly 2000 business employees took part in the London Cares Day going to 100 schools and community organisations. Volunteers from 56 companies worked in teams with colleagues and clients on projects that included painting, decorating, sports challenges and enterprise days at schools and youth projects. The day was an enormous success bringing businesses and the community together for one huge day of action. The next London Cares day is planned for Friday 29th June 2007. For further information please contact maria.subiela@bitc.org.uk.

Liverpool Cares for Culture is a business led initiative designed by Business in the Community's North West team, which brings together BITC's programmes to maximise impact on social key issues in Liverpool and Merseyside, in the lead up to and during 2008, when Liverpool will be the European Capital of Culture.

Liverpool Cares for Culture initiative is to be chaired by Sara Wilde, the regional Managing Director of Trinity Mirror North West and North Wales, publisher of the Liverpool Echo and Liverpool Daily Post.

Sara said: "Our newspapers and websites are right at the heart of the local communities and we recognise the positive impact that businesses can have on those communities with proper engagement and dialogue.

"Business in the Community's social agenda is one which all companies should support, given the potential for that agenda to deliver real benefits to people at all levels of society and to the companies themselves. I am delighted to be taking the reins at such an exciting time for Liverpool".

ITV Cleans up with local campaign

ITV's 2006 volunteering campaign 'Big Clean Up' launched in May. The campaign is designed to encourage people all over the country to get out for a day on 17 September, designated by the United Nations as 'Clean Up The World Weekend', and volunteer on projects that will improve their local communities. The ITV campaign motivated thousands of volunteers to get involved in local initiatives and make a real difference to the areas in which they live and work.



Awards for Excellence 2006

Marks and Spencer has been named as Business in the Community's Company of the Year at a Gala Dinner attended by more than 1400 leaders from business, government and the voluntary sector. The Small Company of the Year was named as the computer training and workplace development business, Happy.

The Awards for Excellence 2006, presented by BITC's president, HRH The Prince of Wales, recognised inspiring examples of companies that through responsible business behaviour are building their business and achieving significant positive impact on wider society. At this year's event a special presentation was made by the UK Youth Parliament and Oxfam's International Youth Parliament, calling on business leaders to listen to the concerns of youth and to take action to address issues such as climate change. The Prince of Wales supported their challenge to business and the need to prioritise actions to minimise the impact on the environment. Presenting M&S Chief Executive, Stuart Rose, with the award, His Royal Highness paid tribute to the company's ongoing commitment to its values and improving its impact on the community.

This is the second time M&S has been named Company of the Year (the first in 2004), with strong competition from finalists including highly commended, Boots Group. M&S also secured two other awards; the Employability Award, for Marks and Start, their programme which has helped 2500 unemployed people get back to work and the BT Cause Related Business Award for their partnership with Breakthrough Breast Cancer.

The Prince also appointed his National Ambassadors for the year; Allan Leighton, Chairman of Royal Mail Group for his leadership on race diversity in the workplace and Sir Stuart Hampson, Chairman of John Lewis Partnership for championing community regeneration.

The RED Summit

Never say that Business in the Community doesn't like a challenge! In addition to the 1400 strong Awards for Excellence, Business in the Community ran the RED Summit on the 12 July. Over 800 very senior business people attended the event, hosted by Charles Allen, Chief Executive of ITV and BITC's board champion, at his London Television Centre for the launch of the RED agenda.

The event's aim was to explain our new focus on the three elements of **RED** - Raising the achievement of young People, **E**mployability and tackling barriers to work and **D**eprived areas - building economic renewal - and inspiring the companies into action. Three national 'what ifs' were launched at the event, which now need to be run through the organisation.

- What if every school that was in difficulties was paired with a BITC member?
- What if every BITC member provided five job coaches for homeless people?
- What if there was a business forum working to regenerate the most deprived areas and employed locally?

Answers are that over 600 schools would be helped with leadership, management and academic achievement, around 4000 homeless people would be helped back into work and business support to the community in the most deprived areas could go up fourfold.

Speakers at the event included Ian Smith, Senior Vice President and Managing Director of Oracle, Flic Howard-Allen, Communications Director of Marks and Spencer and Joe Greenwell, Vice President Government Affairs, Ford and Europe & Premier Automotive Group. In addition, John Kelly, Chairman of Gala Coral Group, and Sean Mahon, Chief Executive of Cattles, both BITC board members, spoke about how to integrate this into companies and the benefit of Cares.

Two lots of research findings were launched. Colin Buckingham of Research International spoke about the research into the benefits of employee volunteering and Christopher Hyman, Chief Executive of the Serco Group, made an inspiring presentation on the BITC/Corporate Citizenship Company research into how to measure impact. Formal reports will be available shortly.

Following the RED Summit and the Awards for Excellence, a 'morning after' event took place for Community Impact staff, which explored the next steps for the RED Agenda.

Regeneration Learning Lunches

Stephanie Hagan, Rob Compton and Susan Hinchcliffe have been busily travelling around the country running Regeneration Learning Lunches in the regions. Thank you very much to all those regions who have already hosted this event. The team has really enjoyed delivering the, and has excellent feedback from participants which has been very encouraging. So thank you to:

East of England,
North West,
West Midlands,
South West,
West of England.

If anyone needs any help on pinpointing the areas of disadvantage in their region please contact the team on 020 75668784.

Staff Changes

We have finally recruited a new male for the Partnerships team, working on the Underserved Markets Project, Chris Gunning. Chris previously worked for Government Office North East where he worked on a number of different projects including European Objective 2 funding and RDA Sponsorship. Chris has also just completed a Masters in Regional Development and Research at Newcastle University. Welcome Chris!

We are also very sad to say goodbye to Jo Pyres, Engage Project Manager, who will be leaving us on 22nd September to go travelling around the world. We wish you lots of luck for the future Jo and hope you have a fantastic time on your travels. Maria Jose Subiela will be taking over from Jo's position within Engage.

Business in the

Community

www.bitc.org.uk

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Business in the Community is a unique movement of over 750 member companies, with a further 2,000 plus engaged through our programmes and campaigns. We operate through a local network of more than 100 business led partnerships and 60 global partners.

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