

Partnerships Newsletter

Welcome to the national Partnerships Newsletter, brought to you by the Regeneration & Partnerships Team at Business in the Community. To help you navigate the newsletter more effectively we've divided it in two. 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.

Training Opportunities: Common Purpose.

Common Purpose runs educational programmes which bring together leaders from private and voluntary/community sectors. Programmes are designed to give leaders the information, insight and competencies to become a better leader and to improve the way society works. Their two main programmes, **Matrix** and **Focus**, run in large and small cities respectively. In addition **Profile** is a two day course designed for individuals who need to know their area better.

The Partnership Academy has negotiated a 50% discount on **Matrix** and **Focus** for all members of the Business Broker Network. Business in the Community staff are already eligible for this discount. For more information and a list of upcoming courses in your area see <http://www.commonpurpose.org.uk/home/public/programmes/local/matrixfocus.aspx>. Course applications need to go via our Common Purpose Account Manager so please contact Stephanie Hagan, email: stephanie.hagan@bitc.org.uk or tel: 020 7566 6653.

What's your quality of life?

Over the past two years the Audit Commission has been piloting a project called 'Area Profiles' which looks at the quality of life of residents in a particular area. It has also tested ways of seeing if this is different for different groups of the population e.g young people, old people or people from ethnic minorities. Some areas have also looked at how the voluntary and community sector and the private sector contribute to quality of life in an area, economically, socially & environmentally. What the project has aimed to do is to work out a way in which we can 'calculate' how much businesses do. First it looks at the economic and labour market of an area - how many people are unemployed etc; then it looks at the business sector - what size are the businesses in an area and what sort of businesses they are; and finally it asks about businesses' economic and social contributions. It is this last part that is the hardest to measure as the information is often anecdotal and 'qualitative' - and it is one area where Business in the Community can help. Different areas have come up with different solutions - one area has used case studies to show how businesses are contributing to each of the priority areas in the community plan, another has surveyed local businesses to find out what they do. Both have found that businesses contribute far more than people expect and the project has challenged many perceptions. The results of the pilot as well as guidelines on how you can compile similar information on your area will be on the website in the next couple of months. In the meantime the area profiles website already has a huge range of statistics available.

See www.areaprofiles.audit-commission.gov.uk

Year of the Volunteer comes to an end

Independent evaluation of the success of the Year of the Volunteer is currently underway, with initial indications of a substantial increase in the amount of volunteering across England as a direct result of the year's efforts. Of particular note has been the high profile Give a Billion Minutes campaign, which ran adverts on television and in newspapers to encourage volunteering - and far exceeded its target of a billion minutes pledged, and the contribution of companies such as Starbucks, who used the Year of the Volunteer logo throughout their stores. Thank you to everyone that helped.

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 - Community Impact Programme Manager, David Halley - Head of International Partnerships, Jo Pyres - European Project Manager, Michelle Turnbull - Clubs that Count Project Manager, Jenny Dunford - Research Associate Underserved Markets, Bill Boler - Underserved Markets Director, Tina Tietjen - Cares On-line, Katie Pow - Programme Support Co-ordinator, Pamela Cole - Programme Support Co-ordinator

Local Strategic partnerships - Shaping the Future

Local Strategic Partnerships (LSPs) are now well established as the local governance structure for community strategies and neighbourhood renewal. Comprising partners from public, private, voluntary and community sectors, LSPs are ideally placed to coordinate spend from these partners into the areas that need it most.

LSPs have been the subject of much discussion and a certain amount of criticism since they were founded. The Government has therefore launched a consultation to provide interested parties with the opportunity to express their opinions.

- Should LSPs be more of a decision-making body as opposed to an advisory body?
- Should LSPs have better coordination between regional and sub-regional plans?
- Should there be a statutory duty placed on public sector partners to co-operate with each other and with the private and voluntary and community sector?

To make your views heard you can download the document online at: <http://www.neighbourhood.gov.uk/publications.asp?did=1648>

Submissions must be made to the Office of the Deputy Prime Minister by 3rd March 2006. Business in the Community will respond nationally.

Business Broker Forum 9th and 10th March - Newcastle & Wansbeck

All business brokers who are members of the Partnership Academy Business Broker Network are coming together on 9th March in Newcastle for a two day event. Members work for different organisations all over the UK but their main role is to be the interface between business and local neighbourhood renewal initiatives of the Local Strategic Partnership in their town/city.

This event will be focusing on the Newcastle/Gateshead cultural regeneration and will have a speaker from the ODPM on its Mixed Communities programme.

For more information or to join the network please contact Susan Hinchcliffe on 020 7566 8784.

Long-term unemployment - invalidity benefit

One of the biggest challenges facing areas of deprivation today is long-term unemployment. Local Strategic Partnerships all over the country are struggling with this issue and need to foster partnerships with local employers to help them solve it.

There are currently 2.7 million who claim incapacity benefits and the Government had recently announced plans to enable 1 million people to get off Incapacity Benefit

(IB) in the next 10 years. 9 out of 10 people who are on IB expect to get back to work, however 32% of them remain on IB for longer than 2 years. This group is currently more likely to die than return to work. Pathways to Work is a pilot initiative being trialed in different parts of the UK designed to give intensive help to those who are on benefit but who wish to get back to work. One third of the country including the 30 local authorities with the highest number of IB claimants will be covered by the end of 2006, and the entire

country will be covered by 2008.

The next Pathways to Work phase rolls out in April 2006 in Barnsley, Rotherham and Doncaster; Sunderland; County Durham; Lanarkshire and East Dumbarton; Liverpool and the Wirral; Manchester and Salford; Swansea and West Wales.

For more information about how you can be involved contact your local JobCentre Plus. This can be found at:

<http://www.jobcentreplus.gov.uk/JCP/Aboutus/Ouroffices/LocalOfficeSearch.aspx>

CSR Academy - Dates for your diary

Business in the Community is working in conjunction with the British Chambers of Commerce to run 6 events for small businesses in 2006. These events will be an introduction to CSR for small businesses, showing them practical tools which they can use to engage in CSR locally. Dates and venues with confirmed times are:

29th March 2006	Accrington	David Till
30th March 2006	Sheffield	Helen Simms
2nd May 2006	Darlington	Cheryl Rider
18th May 2006	Derby	Richard Massey
6th June 2006	Liverpool	Ronee Gunn/Jo McGrath
13th September 2006	Leeds	Ian Rigarlsford

For more information please contact Susan Hinchcliffe on 020 7566 8784.

Russell Commission capacity building programme

Business in the Community has been successful in bidding for funding to deliver a range of capacity building workshops and materials to voluntary and community sector organisations (VCOs) wanting to get involved with the implementation of the Russell Commission recommendations to increase the number of young volunteers.

A programme of support aimed at increasing the third sector's ability to work with business will be delivered jointly by Business in the Community and BC Connections between April and June 2006. Support from other organisations will be aimed at upskilling local VCOs in how to build partnerships, put together consortium bids for Russell Commission funding, look at the value of accreditation and work with the media.

Business in the Community News

ProHelp News in Brief

- ProHelp supported a series of successful pilot workshops run by Running Sport as part of a Sport England initiative to encourage Community Amateur Sport Clubs into CASC status bringing with it a range of financial benefits. Discussions are now taking place to build on the success of the events.
- Managers of rural ProHelp groups in the north of England shared skills and experience at a Brilliant Brokerage workshop. The event was tailored to support the successful delivery of ProHelp in partnerships between BITC and the Rural Community Council and the Cumbria Community Foundation.
- Community groups in Birmingham benefited from a business planning workshop organised and delivered by KPMG, this is the first of a series of themed workshops to be rolled out during 2006.



Supporting Social Enterprise

Members of Manchester and Merseyside ProHelp are working alongside other businesses in the area to provide a series of workshops aimed at social enterprises. 'The Bridge' will support 12 organisations through six themed meetings during the year designed to bridge the gap between the private sector and social economy. A similar initiative has been developed by Brighton & Hove Business Community Partnership who are working with Brighton University to deliver training and help build links between business and social entrepreneurs to aid their development and also encourage a cultural shift that places social enterprise in the business arena.

Welcome to new:

Leadership Team members - Simon Littlejohns, Partner, PKF LLP (Chair of Birmingham ProHelp) and Paul McCormick, Managing Director, GCA (UK) Ltd (Chair of Derbyshire ProHelp).

ProHelp members - Bevan Brittan, BE Clear, Flint Bishop & Barnett, Henry Riley, Ivor Russell Partnership, Langleys Solicitors, Logic Business Systems Ltd, McKinells, Robin Mason Solicitors, Roger Rawlinson Associates, Stoney Associates, Waterland Associates, White Noise, WSP Buildings, XCX Coaching.

NACVS Conference: Local Partnerships Transforming Communities

Business in the Community showcased at the recent NACVS conference at the Business Design Centre, Islington. In front of an audience of 250, Kirsty McHugh, Director of Partnerships & Regeneration, outlined the benefits of business engagement in area regeneration and showcased the range of support Business in the Community can offer local communities. In the workshop session, run by Nicki Della-Porta delegates found out how Business in the Community and CVS worked in partnership to secure funding and are successfully engaging business support to deliver free professional advice to the local community through ProHelp; understanding the role and value that a business community broker can bring; sharing learnings on how to ensure partnerships are collaborative rather than competitive. At the end of the case study delegates left with:

- an appreciation of how working in partnership adds benefit to business and the community and makes best use of resources and expertise
- an understanding of the value, benefits and leverage of using a broker
- an insight into potential pitfalls of partnership working.

National Leadership team breakfast

The chairs of our national leadership teams met last month to discuss the new approach to community impact and, in particular, the implications of the RED agenda. Led by Charles Allen, Chief Executive of ITV and our board champion on community impact, this the first time these national leaders were assembled together to talk about the join up between the different parts of the agenda. The evolution of the national agenda will culminate in a national community impact event, now set for later this year.

EVENTS

13 - 15 February 2006, Local Government Association Delivering Sustainable Communities Conference, Birmingham
For more information see www.lga.gov.uk/dscc

28 - 29 March 2006, Ethical Corporation Business - NGO Partnerships Conference, London
For more information see <http://www.ethicalcorp.com/engagement>

IT'S A WRAP!

Local companies join force for a Happy Healthy Christmas!

This Christmas saw 33 local businesses working together to provide a healthy and happier Christmas for local homeless and vulnerable people by filling 160 rucksacks with individually wrapped gifts.

This was run in collaboration with Bournemouth and Poole Cares, along with Better Together Dorset and The Healthy Living Project of Boscombe West and Springbourne.

There was a fantastic response from companies who either donated corporately or asked staff to bring in the specific items needed to fill the rucksacks. Ruth Donaldson, Bournemouth and Poole Cares Co-ordinator, explains "Lots of people want to help those who are less fortunate than themselves, particularly at Christmas, but we don't know how to. We asked for practical items such as clothing, toiletries or food most of which were relatively in-expensive for someone to go out and buy or bring in from home but could make all the difference to someone who has nothing at all."

Representatives from the companies involved attended a wrap party with a difference. Held at the Chine Hotel in Bournemouth, and filmed by Meridian TV, volunteers had a great time networking over mince pies and Christmas music and they individually wrapped the 5,000 plus items donated and packed them into rucksacks.

They were then delivered by ROK to 6 local homeless agencies and charities across Bournemouth and Poole who distributed them in the week running up to Christmas and on Christmas day itself.

Here are just a few of the comments from local people who received the gifts:

"My bag was taken a few days before Christmas which had everything I owned in it, so this came at the perfect time and really made my Christmas. When you are on the street you see so much waste and this really restores your faith in people. Thank you to everyone who got involved."

"I am very happy for small mercies this Christmas which would otherwise have been much too empty so thank you very much"

"This is the best present I shall get this Christmas. Thank you very much."



Europe

The global community partner network of which BITC is a member has recently passed 80 members, with partners in Europe, AsiaPacific, the Americas and South Africa. One of the areas which has seen the most rapid development in Central and Eastern Europe, as countries emerging from the old regime adjust to the market environment. In a number of cases this development has coincided with entry to the European Union, examples including Slovakia, Poland, Estonia and the Czech Republic.

We have recently agreed to explore partnership with an NGO in Belgrade, capital of Serbia, a country with a very particular set of issues and problems. Foreign investment is now moving into Serbia with a corresponding rise in interest in CSR.

The organisation with which we are in discussion is SmartKoletiv, responsible for developing the Serbian Responsible Business Initiative. Their board of Directors is chaired by the MD of PMI Serbia, and includes US Steel and Erste Bank, a major Austrian bank. They are also supported by UNDP, so have good credentials.

We will be informing BITC members who have operations in Serbia.

PBAS Training Update

The Partnership Brokers Accreditation Scheme (PBAS) is run by the International Business Leaders Forum (IBLF) and the Overseas Development Institute to train people around the world in brokering cross-sector partnerships for sustainable development that results in international accreditation and aims to bring up the standard of brokerage.

The course provides invaluable practical advice on how to broker partnerships between government, charities and business, how to build good partnerships that don't rely too heavily on a few individuals, tips on how to make partnership discussions go more smoothly, the provision of tools and practical role plays to help embed the knowledge and learning so that it doesn't sit in a file but comes to work with you everyday. Training starts with a 1 week residential course and coursework, the participant submits a logbook of their 3 months professional practice and a paper on partnering and hopefully gains accreditation.

Two members of the partnership team have been on the course and thoroughly recommended it (Stephanie Hagan is accredited and Jo Pyres is doing her mentored practice at the moment). They are currently developing a taster course to share the benefits of their knowledge and enthusiasm for partnering. If you are interested in attending please send an email to katie.pow@bitc.org.uk stating whether you could commit to a full day training or whether you would prefer a half day.

If you are interested in the PBAS training itself, the next European Cohort is in Wales from 18-24th June. www.odi.org.uk/pppg/pbas

Exciting New SME Publication

To build on the successful work of the Small Business Consortium (especially the Small Business Journey website: www.smallbusinessjourney.com) & to publicise the results of the CommunityMark grant, we are producing a new jointly branded Consortium & Home Office SME publication, which will be published in April.

The audience for this will be business advisors, SMEs themselves & all other SME stakeholders & it will cover all aspects of responsible business practice in a simple, business focused, jargon free, inspiring & practical way will include:

- Information under business themes: 'employing people', 'business premises', 'marketing/selling', 'supply chain/procurement'
- Practical action points for start ups, established businesses & expanding businesses
- Case studies and quotes
- Statistics
- Business benefits
- Signposting
- Top ten points for SMEs

We hope this will become an essential tool for business advisors & others to use with their companies.

The deadline for copy is 25 February, so if you have any information, case studies, photos, interesting statistics or quotes or anything you think might be relevant, please let Clare Southwell know or email her at clare.southwell@bitc.org.uk.

New push on economic renewal

Business in the Community has a new national regeneration strategy. Agreed by the newly renamed Business Action on Economic Renewal Leadership Team in December, the strategy is aimed at providing the meat behind the 'D' of the RED agenda - how we work in deprived areas. In particular, the strategy is aimed at helping support the economic drivers which regenerate communities and at working with business across all aspects of its operation, including looking at:

- Where they **locate** and **invest**
- Who they **employ** and train
- Who they **sell** and market to
- Which companies they **contract** with
- Where they **engage** with communities

The strategy's focus is threefold:

- **Building enterprise & economic activity in target areas:** This will aim to target business action into a number of the most deprived areas to build enterprise and economic activity that benefits local people. Research is underway, working with Experian, on identifying which these areas might be.
- **Increasing business impact within Local Strategic Partnerships (LSPs):** We still haven't cracked effective business engagement with LSPs, many of whom struggle to understand the contribution business can make to their local areas and how they can work with the private sector properly. A programme of work, led by the Partnership Academy, will tackle this issue across the country.
- **Developing expertise in working with SMEs in deprived areas:** Small businesses are usually the lynchpin of local economies. Going forward, we will develop, gather & disseminate best practice on how small & medium sized firms can positively impact on Neighbourhood Renewal.

Maximising the success of Clubs that Count

Business in the Community held its inaugural Clubs that Count dinner on 24th January in London. Hosted by Caroline Flint MP, Parliamentary Under Secretary of State for Public Health, the dinner brought together a senior group of leaders from business, sports and government to discuss the opportunities for Business in the Community's Clubs that Count.

Clubs that Count will showcase how football and other sport clubs are performing in the community, rather than on the pitch, as well as how they are managing their impact on society. By looking strategically at the work they do in the community it will help them improve, get recognition and contribute to improving the general image of sport and those associated with it.

Caroline Flint MP spoke about the value of Clubs that Count to the Department of Health. Recognising that there is already a lot of positive action and clubs already do an enormous amount in their communities. Rob Northman of BBC sports demonstrated the powerful position of professional football and other sports clubs in society to tackle disadvantage and promote healthy communities through a fun and interactive quiz and an inspirational interview with Jason Shaw, a previous Project Compass Client, now employed by Chelsea FC and Lesley Straachen, the group HR Manager at Chelsea FC.

Charlotte Oades, President, Coca-Cola UK and Ireland highlighted that sponsors are looking to match the values that are fundamental to how they operate. She talked about Coca-Cola's sponsorship of the Football League and how they use it strategically to deliver their core CSR objectives. It was also recognised that there is an opportunity for a club's community work to be tied more strategically to the commercial objectives of the club and Clubs that Count is a vehicle to do this.

The evening was a huge success and we are now building on the enthusiasm and commitment of the guests to get clubs to participate in the on-line tracker which will be launched on 27 February. The Premier League has agreed to write to the club chairmen to inform them of the opportunity.

Michelle Turnbull, Project Manager for Clubs that Count, is currently liaising with Business in the Community's regional directors on how the regions can get involved. Clubs that Count is aimed at professional clubs in the first instance. Find out more at www.bitc.org.uk/clubsthatcount

New strength for our national homelessness and employability team

Welcome to Susie Maley, who joins us from the International Business Leaders' Forum, to lead our national work on homelessness and employability. Susie can be contacted in the normal way at Shepherdess Walk.

Welcome also to Catherine Tyack, who joins us from the Home Office for a year, to develop our work on prisons and, in particular, how to connect ex offenders more effectively to the world of work. We know there is one factor which most significantly reduces the chances of re offending - getting a job.

Regeneration Learning Lunch

Stephanie Hagan and Susan Hinchcliffe have devised a fun hour-long workshop on regeneration! Successfully trialled at Shepherdess Walk the workshop was held over lunch and accompanied by copious amounts of chocolate prizes.

Stephanie and Susan are going out on the road next to do their two woman show in a region near you. The first region will be the East of England on 22nd March. If your region would like to join in please contact either Stephanie on 020 7566 6653 or Susan on 020 7566 8784 who will also pay for sandwich lunch! Book now to avoid disappointment.

New arrival

We are very pleased to announce a new face in the regeneration and Partnerships Team Maria Jose Subeila, Community Impact Programme Manager.

Maria Jose joins Business in the Community from CSV where she worked as part of the Employee Volunteering Team, brokering volunteer opportunities for corporate and government teams.

Maria Jose came to live in London in 2003, she is Argentine and working within the Community Partnership Team, she will support the Cares and ProHelp regional networks. Maria will also be working with Volunteering Plus in the near future.

Business in the

Community

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.

Business in the Community
137 Shepherdess Walk
London N1 7RQ
T +44 (0)870 600 2482
F +44 (0)20 7253 1877
E partnershipacademy@bitc.org.uk
November 2005

www.bitc.org.uk

Email: partnershipacademy@bitc.org.uk

Registered Office:
137 Shepherdess Walk, London N1 7RQ. Telephone: 0870 600 2482.
Registered Charity No: 297716. Company Limited by Guarantee No: 1619253.

Designed and produced by The Partnerships Team at Business in the Community.
Product Number: - 01C0M000175