

Business in the

Community



THE PRINCE'S  
SEEING IS  
BELIEVING



# 2006 Annual Review

The Prince's Seeing is Believing



# 2006 NATIONAL PROGRAMME LEADERS

## **HRH The Prince of Wales**

**Sir William Castell,**  
Chairman,  
The Wellcome Trust

**Iain Ferguson,**  
Chief Executive,  
Tate & Lyle

**Sir Stuart Hampson,**  
Chairman,  
John Lewis Partnership

**Andy Hornby,**  
Chief Executive, HBOS plc

**Ian McAllister,**  
Chairman,  
Network Rail

**Carolyn McCall,**  
Chief Executive,  
Guardian Media Group

**Gavin Neath,**  
Chairman, Unilever UK

**Jeremy Oates,**  
UK and Ireland MD  
for Government,  
Accenture

**Norman Pickavance,**  
Group Corporate  
Services Director,  
Northern Foods

**Ian Russell, CBE,**  
Chairman,  
The Prince's Seeing  
is Believing

**Ian Smith,**  
Regional Senior Vice  
President, UK, Ireland,  
Israel & South Africa,  
Oracle Corporation UK Ltd

**Todd Stitzer,**  
Chief Executive,  
Cadbury Schweppes plc

**Graeme Thompson,**  
Managing Director,  
Tyne Tees Television

**Sir David Varney,**  
Chairman,  
HM Revenue & Customs

**Mike Wareing,**  
International Chief  
Executive, KPMG



## CLARENCE HOUSE

I started my "Seeing is Believing" Programme more than fifteen years ago because I felt it would be so much easier for business leaders to realize the impact they could have if they were given the chance to see for themselves the problems faced by so many of our communities. Over the last decade and a half I have been lucky enough to see at first hand the difference for the better that companies have made for some of our most deprived communities as a result of these "Seeing is Believing" visits. These businesses have proved that companies, whatever the sector in which they operate, often have the skills, power, expertise and fleetness of foot to make a real and lasting impact.

The success of the visits and their outcomes undoubtedly depends upon the quality of the leaders and participants. It is a small and select group and much hangs upon the approach it takes and those who participate, which is why I could not be more grateful to those who take on this crucial role.

I like to think that perhaps the "Seeing is Believing" Programme has helped business leaders to see how often quite small actions not only result in extraordinary changes for communities, but also build better businesses. At its heart this is about responsible leadership in responsible businesses and I do hope that you will feel able to join a visit, and my "Seeing is Believing" Programme, in the near future.

"Seeing is Believing" seems to have proved a worthwhile vehicle for enabling senior business leaders to understand how they can make a real difference to the communities in which they operate, and I am enormously encouraged to see the growing number of practical actions which have resulted from these visits – examples which I hope will inspire many more people in business to become involved.

# INNOVATION AND LEADERSHIP IN 2006

The Prince's Seeing is Believing was initiated by His Royal Highness The Prince of Wales in 1990. During that time business leaders have visited a wide range of schools, community organisations and projects throughout the UK to see at first hand the UK's most pressing social issues.

The impact of these visits has been powerful in terms of changing the way business leaders think and subsequently the way in which they lead both their business and their impact on society. Today Seeing is Believing is a unique leadership experience, enabling attendees to participate in a programme which enhances their understanding of the role of business today as well as their personal appreciation of responsible leadership and its place in society.

Over 16 years, The Prince's Seeing is Believing has been responsible for initiating a wide variety of nationally recognised and significant business engagement programmes. These have covered many social issues such as education, employability and regeneration, as well as specific initiatives on key issues such as rural action, working with ex-offenders and homeless people.

2006 has been a particularly busy and successful year, with many areas of growth and development resulting in increased engagement of business leaders and subsequent impact on the highlighted social and geographical areas. This annual review illustrates the very many issues highlighted across the UK and some of the emerging activities resulting from those visits.

**"It was worthwhile taking time out from the day to day business to understand better and at first hand some of the issues facing education, and how business might potentially provide better support."**

**Andy Ferguson**, Chief Executive,  
Dollond & Aitchison



HRH The Prince of Wales on the Seeing is Believing visit to Gwent, 15 November 2006

**SINCE 1990:**

**5,500**

**business leaders**

**210**

**areas visited across  
the UK**

# FOCUSED ACTION

In 2006 the visits particularly encouraged companies to tackle disadvantage in urban and rural communities, and focus on key social issues through the framework of the RED agenda.

The **RED** agenda helps companies focus on issues where they can make the most difference.

**R**aising the levels of achievement of young people

**E**mployability - removing the barriers to work

**D**eprived areas - building economic and social renewal in the areas of greatest need, both in urban and rural communities

## THE NATIONAL PROGRAMME

**1. Seeing is Believing** - Business leaders spend a morning in the community hearing about business solutions to contemporary issues.

**2. Individual Action** - Following the visit delegates are asked to submit a brief resumé of their thoughts regarding the impact on their business by the issues raised. Delegates then meet with a Business in the Community Director to discuss their impressions and where it is possible to translate these into action.

**3. Collaborative Action** - After the visit delegates are encouraged and supported by Business in the Community to work collaboratively in addressing some of the issues they have seen. The quality of leadership and innovation is impressive.

**4. Reporting Back** - Business leaders meet with HRH The Prince of Wales to consider and report back on the action they have taken throughout the year.

**5. A Leadership Network** - Delegates become members of The Prince's Seeing is Believing Network to keep the inspiration alive and to communicate examples of business engagement to each other at networking events.

IN 2006:

65

visits

930

business leaders

30

areas visited across  
the UK



## LEADER

**Carolyn McCall**,  
Chief Executive,  
Guardian Media Group

## DELEGATES

**Eva Bishop**, Senior Director, Oracle University,  
Oracle Corporation UK Ltd

**Stef Calcraft**, Partner, Mother Ltd

**Penny Egan**, Executive Director, Royal Society  
for the Encouragement of Arts, Manufactures  
and Commerce (RSA)

**Pat Fulker**, Group Human Resources Director,  
National Grid

**Gabs Makhlof**, Director - Debt Management  
and Banking, HM Revenue & Customs

**Peter Mearns**, Director of Communications,  
North West Regional Development Agency

**George Miller**, Director of Marketing  
UK & Ireland, Capgemini

**Chris Needham-Bennet**, Managing Director,  
Needhams 1834 Ltd

**James Smith**, Chairman, Shell UK

## AND FROM THE MEDIA

**Asad Ahmad**, Presenter, BBC London News

**Aaqil Ahmed**, Commissioning Editor, Channel 4

**Jo Confino**, Executive Editor and Head of Social  
and Community Affairs, Guardian Newspapers Ltd

The aim of the visit was to give the delegates an insight into some of the problems faced by homeless people in breaking the cycle of 'no home, no job' and demonstrate some of the ways business can help and support individuals in their journey from dependency to independency. Delegates visited three projects: the Graham House hostel, run by Thames Reach, the Look Ahead hostel and the Crisis Skylight Café.

Thames Reach offers clients a place in supported accommodation, a 'key worker' to help them tackle alcohol problems and help in sourcing independent accommodation. The Look Ahead hostel also offers supported accommodation alongside skills development, and the Crisis Skylight Café helps clients to gain practical and vocational skills that will help them move into employment.



Conversations at Graham House, supported by  
Jeremy Swain (centre), CEO of Thames Reach

**“ I was struck by the complexity of the issue. The fact that rough sleepers may be less in number does not mean, I now realise, that homelessness has diminished to the same degree. Remedies must come from a number of sources, including corporate employees who have the necessary skills and can work alongside professionals to support members of the homeless population overcome the barriers which hold them back from employment.”**

**James Smith**, Chairman, Shell UK

Delegates toured the hostels and met clients and staff. They heard from clients about the problems and challenges they faced and discussed how businesses might become instrumental in the provision of some of the solutions, on a pro bono and interactive basis.

They were particularly struck by the impact of cheaply available super-strength lager on an already vulnerable section of the population. They are seeking ways in which to influence an increase in price or to decrease the volume sold per can.



Hearing from a 'Ready for Work' Client at Crisis Skylight Café

**ACTIONS SO FAR**

- = Oracle redecorated the misuse room at Look Ahead as part of a team challenge, and has three job coaches working with homeless clients on re-employment
- = The RSA hosted a lecture on 'Homelessness in the 21st Century', featuring John Varley, Chairman of Business Action on Homelessness, to raise awareness of the campaign, and have published articles highlighting Crisis Skylight
- = Look Ahead hostel has featured in the BBC Video Nation Project. This involved a 10 minute film following two residents' stories
- = Channel 4 have since mentored and placed a homeless client from Crisis Skylight Café in a work placement in Channel 4's entertainment section

**“Volunteering is important for the employees concerned and for the charities they help, while from the company's point of view it helps us to retain staff. It can cost £4,000 to replace the most junior member of staff and up to £25,000 if a middle manager resigns. As with many aspects of CSR, there is a beneficial impact on the bottom line, provided companies embrace it as more than just a box-ticking exercise. Employees will feel better about their companies if they take CSR seriously.”**

**Carolyn McCall**, Chief Executive, Guardian Media Group. Quoted in the Belfast Telegraph





## LEADER

**Gavin Neath,**  
Chairman,  
Unilever UK

## DELEGATES

**Dr Steven Boorman,** Director Corporate Social Responsibility and Chief Medical Adviser, Royal Mail Group

**Dr Mark Collins,** Director, Commonwealth Foundation

**Peter Dart,** WPP Client Development Director, WPP Group plc

**Gavin Dimmock,** Specialist Sales Director, Oracle Fusion Middleware, Oracle Corporation UK Ltd

**Nicky Donnelly,** UK Political Affairs Manager, British American Tobacco plc

**Simon Gimson,** Deputy Head, Secretary-General's Office, Commonwealth Secretariat

**Nigel Gooding,** Chief Executive, Marine Fisheries Agency

**Christine Hodgson,** Chief Financial Officer, Capgemini

**Peter Stringham,** Group General Manager - Marketing, HSBC Holdings plc

**Martyn Thomas MBE,** Operations Director, G4S Global Risks Ltd

**Massimo Tosato,** Group Managing Director, Schroders

**This visit focused on the preventable health problems facing society today and the associated implications for business, including marketing and product development, and the cost of sickness absence. At present, an estimated 1 in 3 deaths from cancer and coronary heart disease are attributable to poor diet, while 6 out of 10 men and 7 out of 10 women are not active enough to benefit their health. If current trends continue, children will have a shorter life expectancy than their parents.**

6 million people in England alone live in disadvantaged neighbourhoods, often characterised by crime, unemployment, poor environment, low educational attainment and bad health. These areas are affected by significant and widening inequalities in health which can lower life expectancy by as much as 8 years.



Joining in with the Fit4Kidz activities run by YourStory on Wandsworth Common



**“I think the initiative is well conceived indeed. You get out into the community easily and efficiently, meet consumers (‘real people’) face to face and remind yourself just how diverse the world is, and network with like-minded colleagues from like-minded companies, who are the sort of people who can help business make a difference.”**

**Peter Dart**, WPP Client Development Director, WPP Group plc

At **Honeywell Infant School**, delegates met with **YourStory** an organisation that develops independence and self-belief amongst young people and their parents by getting them active. Then the **MEND Project** opened discussion on obesity in children and how this contributes to psychological health problems in later life and the Unilever-sponsored **Flora Fit Street** programme demonstrated the positive impact business can have when focused on a specific community. At the **Bayswater Families Centre** run by NCH, delegates met with single parents and refugee families challenged by poor living conditions, to discuss ways in which they could be best supported to achieve more viable and healthy lifestyles.



Meeting beneficiaries of the Flora Fit Street project

**ACTIONS SO FAR**

- = The Commonwealth Foundation is initiating a review to ascertain how such learning and activity can be translated to support civil society groups in the developing world**
- = A few delegates identified the need for laptops in community organisations visited, and British American Tobacco has donated 20 laptops to community organisations visited on the 2006 programme, including NCH Bayswater Families Centre**
- = Capgemini has offered IT support with the installation of these laptops, and since the visit, have reviewed their whole corporate responsibility strategy**

**“Initiatives and environments were wide ranging but the most important common message was “a small amount of effort can make a huge difference” whether that’s funding, time or initiative. It reinforced how Capgemini can use its greatest asset, its highly skilled workforce, to make a significant difference in the community through giving time.”**

**Christine Hodgson**, Chief Financial Officer, Capgemini



## LEADER

**Sir David Varney,**  
Chairman,  
HM Revenue & Customs

## DELEGATES

**David Boulter,** Chief Executive, Aspire Business, Capgemini

**Susan Elston,** Regional Director, Aramark Ltd

**Charles Grimaldi,** Managing Director, CDG Associates

**Lord Hastings of Scarisbrick, CBE,** International Director, Corporate Citizenship, KPMG

**Jenny Poulter,** Head of Editorial, 50 Lessons

**David Reese,** Senior Global Facilities Director, Shire Pharmaceuticals Group plc

**Professor Gloria Laycock,** Director, UCL Jill Dando Institute of Crime Science and Director, UCL Centre for Security and Crime Science

**Nick Thomas,** Director, Needhams 1834 Ltd

**Dirk Vennix,** Director of Campaigns Operations, Enterprise Insight

**The overall cost of crime to the UK economy is an estimated £60 billion a year. Home Office figures show that by the age of thirty, 1 in 3 men has a criminal record. 61% of male prisoners are reconvicted within two years and yet ex-offenders in work are 35-50% less likely to re-offend.**

This visit explored issues around crime and anti-social behaviour and enabled delegates to see, at first hand, some of the challenges faced by excluded and marginalised groups. It also looked at ways in which companies can support ex-offenders return to the workplace.

At **HMP Wandsworth**, delegates met inmates taking part in a highly effective partnership with **John Laing Training**. Courses in bricklaying and plastering taught by John Laing employees, result in the successful completion of job placements on release, aimed at reducing the re-offending rate amongst the delegates.

At **Pecan** the group worked with ex-offenders on training exercises designed to prepare them for a transition to employment on a Pecan WorkOut jobsite. Finally at **Kids Company**, an inspiring charity which delivers emotional and practical support to socially excluded children, delegates met the heart of London's youth community to talk with them about their everyday challenges and potential futures.

**“Every time I participate in a Seeing is Believing visit, I come away revitalised and more determined to see real changes in the way we as a society deal with some of the difficult challenges we face. I will remember 2006 for the conversation with a habitual offender who had gained the top bricklaying skill and had the promise of a job on release from prison.”**

**Sir David Varney**, Chairman, HM Revenue & Customs

### ACTIONS SO FAR

- = Kids Company have received advice on funding opportunities from a trustee of a grant making fund, through delegate contacts
- = Aramark Ltd currently offer catering and basic food hygiene training in prisons and are now keen to explore options of working with prisoners when they leave prison



Touring HMP Wandsworth

**“The insight that I was privileged to get on both the issues and the work being carried out at the frontline has firstly opened my eyes to an area of social issues of which I have little knowledge and experience. Secondly, and I am sure this is a common emotion, it has awakened a social conscience and questioned my values.”**

**Nick Thomas**, Director,  
Needhams 1834 Ltd



Exploring common goals with clients on the WorkOut training course at Pecan

# MUMBAI, INDIA, 11 and 12 May 2006



## LEADER

**Ian Smith,**

Regional Senior Vice President, UK, Ireland,  
Israel & South Africa, Oracle Corporation UK Ltd \*

## DELEGATES

**Jo Appleby,** Community Partners Manager,  
Impact Development Training Group

**Stuart Beeston,** Offshore Operations Manager,  
Centrica

**Jenny Barton,** CSR Programme Manager, Oracle  
Corporation UK Ltd

**Bryan Clark,** Head of IT Services CIO, KPMG

**Peter Clarke,** Deputy CEO and CFO, Man Group plc

**David Gavins,** Account Director, Ernst & Young LLP

**Steven Hemmingsley,** Director of Organisational  
Development, HM Revenue & Customs

**Rashmi Kamani,** OnelT Programme Director, BT plc

**Malcolm Lane,** Director, Corporate Affairs,  
TATA Consultancy Services

**Andy Street,** Director of Personnel, John  
Lewis Partnership

**Alex Taylor,** OnelT Programme Director, BT plc

\* Sponsored by Oracle Corporation and Tata  
Consultancy Services, and organised in association  
with Impact Development Training and the Bombay  
Chamber of Commerce and Industry

**This Seeing is Believing visit was the first of its kind, taking delegates out to Mumbai to experience first hand the broader issues related to being a responsible business in a global context, and to promote responsible business practice and shared learning between Indian and UK based companies.**

The visit began with community visits which featured childcare on a construction site, HIV awareness, IT training and empowerment for women and education and employment for visually impaired people. They illustrated how companies can help respond to community needs while meeting business challenges such as employability, innovation, diversity and supply chain management.

**“This Seeing is Believing visit has shown that there is a tremendous opportunity for British enterprise to work together with Indian companies to share and learn about best practice for corporate responsibility, and to bring about a positive impact on social and environmental issues.”**

**Ian Smith,** Regional Senior Vice President,  
UK, Ireland, Israel & South Africa, Oracle  
Corporation UK Ltd

**“I realised that the real India was one of deep understated strength; in the family, in the community, and in their combined faith. There is much we can do in India to help alleviate poverty, hunger, suffering and intolerance. There is at least as much that we can learn from their strengths.”**

**Peter Clarke**, Deputy CEO and CFO, Man Group plc

The construction site crèche, for example, is run by a local NGO with limited resources. Supporting such schemes can help reduce reputational risk for multi-nationals whose suppliers might have children living in shanties on similar sites and left unsupervised in hazardous conditions.

Day two of the visit saw the delegates from the UK meeting counterparts from India at a conference to exchange ideas and approaches. They discussed ways in which broader corporate responsibility considerations - including environment, community partnership, measuring and reporting and workplace matters - relate to sustainable business in a global context.



Ian Smith donating food packages to Kenny Muir of the Oasis project and local residents at Bandra, the biggest slum in Asia



Delegates meet children and staff at the construction site’s mobile crèche

**ACTIONS SO FAR**

**= As a result of the conference, workshops were held with 20 Indian firms to help share best practice on being a responsible business, and on trading with European companies**

**= Delegates are now contributing to the Indian projects they visited in practical ways such as sharing skills and providing resources**

**= Two follow up events in the UK have been held, focusing on supply chain management and engaging with communities for companies who are off-shoring and developing business opportunities in India**



## LEADER

**Ian Russell, CBE,**  
Chairman, The Prince's  
Seeing is Believing

## DELEGATES

**Andy Boulton,** Vice President, Oracle Corporation UK Ltd

**Linda Daniels,** Director of HR, Land Registry

**Paul Ellerman,** Partner - Employee Incentives Group, Herbert Smith

**Alistair Imrie,** Group HR Director, BAE Systems

**Stewart Livingston,** Head of High Value Asset Finance, Bank of Scotland, Corporate

**Sam Mellon,** Commercial Director, Parcelforce Worldwide

**Anita Kumar,** Assistant Private Secretary to TRHs The Prince of Wales and The Duchess of Cornwall

**Jim Scopes,** Director - Strategy, HM Revenue & Customs

**Peter Sharp,** Human Resources Director, Resourcing & Development, Skanska UK Plc

**Fiona Stark,** General Counsel & Company Secretary, E.ON UK plc

**A company's workforce is its most important asset – the pool of talent, knowledge, experience and skills that is crucial to its success. This visit focussed on how companies can benefit from the wealth and breadth of experience and innovation that a truly diverse workforce can bring to the business.**

At 19 Princelet Street the group explored the origins and rich heritage of today's diverse UK communities, before moving on to **Camden ITeC**. Here they considered the ways in which companies can recruit successfully from sometimes excluded constituencies, with the guidance of experts on commercial diversity and inclusion from **Post Office Ltd** and **Accenture**, alongside representatives of **Deloitte's Skills4Industry** programme and the London Development Agency.



Delegates and students at Camden ITeC practice how to handshake



**“A real ‘eye-opener’ for me personally; events such as these highlight what a privileged existence many of us have, and remind us that we need to look at how we can put something back into our communities.”**

**Andy Boulton**, Vice President, Oracle Corporation UK Ltd

**“It struck me how applicable many of the things we saw and heard were to businesses today. I think that there are a lot of things that we can learn.”**

**Fiona Stark**, General Counsel & Company Secretary, E.ON UK plc



Hearing the history of diversity at 19 Princelet Street

### **ACTIONS SO FAR**

= E.ON UK plc have since changed their recruitment practice, and seek to fish from a wider pool of talent

= Parcellforce Worldwide have taken two students from Camden ITeC on work placements at their local depot, and are looking to expand on this initiative into other regions across the UK

= Parcellforce Worldwide’s local depot’s managers are now heavily involved with Camden ITeC through presentations, joining a steering group and mentoring

= Land Registry are undertaking the CREATE tool (Business in the Community’s internal review of responsible business practice) in order to focus future community activity and encourage increased employee volunteering

**“The experience was immensely worthwhile and I have already arranged to report back to our inclusivity/diversity/CSR group at the next meeting and will find out if there are any ways in which Herbert Smith can assist.”**

**Paul Ellerman**, Partner - Employee Incentives Group, Herbert Smith



## LEADER

**Todd Stitzer,**  
Chief Executive,  
Cadbury Schweppes plc

## DELEGATES

**Alastair Camp,** Corporate Responsibility  
Director, Barclays

**Ann Cormack,** Managing Director, Small  
Business Service

**Robert Dickie,** Group Operations Director,  
Bradford & Bingley plc

**Anthony Green,** Group Chairman, PZ Cussons

**Stuart Hartlib,** Director - National Compliance,  
HM Revenue & Customs

**Jeremy King,** Senior Partner,  
PricewaterhouseCoopers

**Neil Makin,** External Affairs Director,  
Cadbury Schweppes plc

**Philip Moore,** Group Finance Director,  
Friends Provident

**Gary Simpson,** International Director,  
Parcelforce Worldwide

**Chris Tailby,** Director, HM Revenue & Customs

**Adam Walker,** Finance Director, National  
Express Group

**Fewer than 30% of young people take part in enterprise activity at any point in their school careers. This, together with the sharp rise in the number of people working for small firms and on a self-employed basis, has highlighted the need for a step change both in enterprise activities and in the promotion of economic literacy to young people.**

This visit provided delegates with the opportunity to view first-hand ways in which businesses can help pupils develop their entrepreneurial skills - now a compulsory

**"Throughout my career, both in the US and now here in the UK, I have become more and more convinced that there are only two real wealth creators in our modern world: the first is business; the second is education. From the very personal experience of having led a Seeing is Believing visit, and hearing the aspirations and feeling the warmth and intensity of the young students, I now firmly believe that those two wealth creators are mutually inter-dependent. Each and every one of us in business has a part to play in helping realise the hopes and dreams of those young people so that they become tomorrow's wealth creators."**

**Todd Stitzer,** Chief Executive, Cadbury  
Schweppes plc

**“It was pleasing to see how business has helped. Not by writing large cheques, which may be easier, but can be ill-directed and of no benefit to their employees but by donating time, people and skills.”**

**Adam Walker**, Finance Director, National Express Group

part of the secondary school curriculum – so that they become more attractive to future employers.

At **St John the Baptist Primary School** in Hackney, delegates met with children on the **Young Enterprise** programme, who were being mentored by employees of **Cadbury Schweppes**. Then at **Swanlea School** (a government-nominated ‘enterprise school’) in Tower Hamlets, the group witnessed how students working with **Merrill Lynch** employees are encouraged to develop business skills and raise their aspirations. Finally at the **Newham College of Further Education**, delegates were introduced to the partnership between the **UK Career Academy Foundation (UKCAF)** and Citigroup, to provide mentoring to 16–19 year olds who are considering a career in business.



Gary Simpson, International Director of Parcellforce Worldwide with a pupil from St John the Baptist Primary School



Todd Stitzer (second from left) with delegates, looking at the work done by children during Enterprise Day

**ACTIONS SO FAR**

- = Small Business Service are now working with the UKCAF**
- = Bradford & Bingley plc are working together with UKCAF to set up an academy covering the Bradford / Keighley area**
- = PZ Cussons have determined to further their education activities within their own area of operation in the North West**

**“Overall the day was, in my view, three things: fantastic, insightful and very sobering.”**

**Gary Simpson**, International Director, Parcellforce Worldwide



## LEADER

**Mike Wareing,**  
International Chief  
Executive, KPMG

## DELEGATES

**Oliver Buckley,** Managing Director, Biadh Maidne Consultancy Ltd

**Douglas Connon,** Head of Sponsorship & Corporate Affairs, Aberdeen Asset Management

**George Davies,** Head of Marsh Risk Consulting UK, Marsh

**Huw Davies,** Chief Financial Officer, Wates Group

**Trevor Dighton,** Chief Financial Officer, Group 4 Securicor

**Stephen Dunmore,** Chief Executive, Big Lottery Fund

**Lord Hastings of Scarisbrick, CBE,** International Director of Corporate Citizenship, KPMG

**Paul King,** Director of Estates and Support Services, HM Revenue & Customs

**Alex Mahon,** Chief Operating Officer, talkbackTHAMES

**David McCreadie,** Director, Pali International

**Colin Render,** Head of Customer Operations, Royal Mail

**Debra Yudolph,** Director - Residential Property & Asset Management, Grainger Trust

**The average life expectancy of a rough sleeper is 42, and over 70% of homeless people have been in employment at some point in their lives. These statistics emphasise the fact that, with the right support, people sleeping on the streets can and should be supported back into the workplace and a sustainable lifestyle.**

This visit brought an insight into the bleak reality for those experiencing the cycle of homelessness, and included a focus on Business in the Community's programme for ex-services personnel, Project Compass. This project is a joint initiative between Business in the Community, KPMG, the Ministry of Defence and the British Legion, its ultimate goal being to help ex-service clients gain the right training, experience and opportunity to secure sustained employment in their chosen career.

Through visits to the **Queen Victoria Seamen's Rest** and **Look Ahead** hostels, delegates met a wide range of people affected by homelessness, and at the 3MI Battalion Territorial Army Centre, the group considered the re-housing policies of the **MOD**. The visit clearly demonstrated the role business plays in providing job coaches to homeless people, and therefore assists in helping them into sustainable employment.

**“The visit was extremely worthwhile and raised my awareness of the problems the homeless face in getting back to work, raising their self esteem and finding accommodation. It was useful to meet other business leaders and share ideas on how we could help this worthwhile cause.”**

**Colin Render**, Head of Customer Operations, Royal Mail

**ACTIONS SO FAR**

- = The Grainger Trust have undertaken two work placements, and are hosting Business in the Community’s Ready to Go programme in January 2007. This provides homeless clients, and people at risk of being homeless, training towards re-employment
- = Pali International are working with Business in the Community to engage the hedge fund sector in the responsible business agenda
- = talkbackTHAMES are developing a mentoring programme with Business Action on Homelessness
- = Marsh has integrated their community agenda within their Accelerated Leadership Programme for their next generation of business leaders
- = Four Royal Mail staff in London are now trained as Job Coaches to mentor homeless clients who are returning back to work. Royal Mail has also employed 17 homeless clients



Touring Look Ahead hostel



Hearing from residents at Queen Victoria Seamen’s Rest

**“The opportunity to travel for a concentrated period, both physically and thought-wise through this new slightly uncomfortable territory was valuable and compelling.”**

**Huw Davies**, Chief Financial Officer, Wates Group



## LEADER

**Andy Hornby,**  
Chief Executive,  
HBOS plc

## DELEGATES

**Marcia Cantor-Grable,** President & CEO,  
Genworth Financial, Mortgage Insurance, Europe

**Cliff Davies,** Sales Director, Oracle Corporation  
UK Ltd

**Andy Ferguson,** Chief Executive, Dollond  
& Aitchison

**Louise Freestone,** Partner, Herbert Smith

**Matthew Gwyther,** Editor, Management  
Today Magazine

**Virginia Isaac,** Director of Marketing and  
Communication, UCAS

**Mark Jeffries,** Managing Partner, Mills & Reeve

**Paul Keenan,** CEO, Emap consumer media

**Andrew Main,** Chief Executive,  
Aramark Ltd

**Brendan O'Hara,** National Head of Sales,  
Parcelforce Worldwide

**Gordon Pell,** Chief Executive Retail Marketing,  
Royal Bank of Scotland

**Mark Porter,** Chief Executive, Consulting  
Technology Services, Capgemini

**Tony Ward,** Services Director, BAA plc

**This visit addressed the turbulent public perception of young people in the UK today resulting from damaging media coverage on truancy and anti-social behaviour. Featuring two schools in very different circumstances, it looked at the support systems available to young people to encourage skills development, financial literacy and understanding of the 'world of work'.**

At **Abbey Wood School** in Greenwich the group met children taking part in the **Genesis Project** run by national charity **The Children's Society**. This project uses employee volunteers as role models to help children make the sometimes difficult transition from primary to secondary school and support children at risk of exclusion and bullying.

Delegates witnessed the positive influence that individual employee volunteers can have on the learning environment and individual behaviour of pupils. Through volunteering and mentoring schemes, business can help raise the levels of achievement of young people, especially those that are most marginalised. At **St Angela's Ursuline Convent School**, Newham the delegates met 13 to 25 year olds who benefit from activities carried out by national youth charity **Weston Spirit** to tackle issues of social exclusion and personal development.



**“A visit like this always reinforces just how important supporting our local communities is. I’m happy to admit that when we first looked at volunteering at HBOS five years ago, I was unconvinced of the business benefits. I’m a true convert now, colleagues get an awful lot out of volunteering personally; it makes them feel good about working for HBOS.”**

**Andy Hornby**, Chief Executive, HBOS plc

At St Angela’s Ursuline Convent the group also met pupils and employee volunteers who benefit from **MERLIN** - a Business in the Community programme that encourages participation of black and minority ethnic professionals in schools to help raise the achievement and aspirations of young people of similar backgrounds.

These programmes emphasised that corporate employee volunteers are motivated by the difference that their time and commitment can have on individual pupils, and the desire to inspire young people through example.



Delegates hearing from children at Abbey Road Primary School



Delegates taking part in an exercise coordinated by Weston Spirit

**ACTIONS SO FAR**

- = Genworth have since integrated their corporate responsibility agenda throughout their business**
- = Aramark Ltd are considering taking part in Cares nationally and will participate in CREATE (Business in the Community’s internal review of responsible business practice) in order to focus future community activity and encourage increased employee volunteering**
- = Parcelforce Worldwide are taking forward a strategy on education and are sponsoring GCSE business studies, establishing PFW as a case study and are providing speakers to schools**

**“The ‘Seeing is Believing’ visit not only demonstrated that joint action can make a real difference, but also that there is much, much more that can be done.”**

**Tony Ward**, Services Director, BAA plc



## LEADER

**Norman Pickavance,**  
Group Corporate Services  
Director, Northern Foods

## DELEGATES

**Fiona Anderson,** Managing Director, Food & Drink Forum

**Dave Barham,** Managing Director, Jack Buck Foods

**Rev Dr Stuart Burgess,** Government Rural Advocate, The Countryside Agency

**Margaret Clark, OBE,** Director, Commission for Rural Communities

**Marcus Coleman,** Assistant Chief Executive, Lincolnshire County Council

**Martin Coward,** Agriculture Director, HSBC

**Nicki Crayford,** European Business Support Director, Compass Group plc

**Anne Dixon,** Director of Customer Services, The National Trust

**Mick Gallacher,** Chief Executive, Boston Borough Council

**Phil Gibson,** Head of Communications, Dairy Farmers of Britain

**Terry Huggins,** Chief Executive, South Holland District Council

**Neville Jackson,** Board Member EMDA, Chair of Lincolnshire Enterprise

**Larry Kavanagh,** General Manager, Anglo Beef Processors (Doncaster)

**Shaun Kay,** Factory Manager, Anglo Beef Processors

**Phelim Keaveny,** Personnel Manager, Bradgate Bakery, Samworth Brothers Group

**David Meller,** Socially Responsible Sourcing Manager, J Sainsbury

**Nigel McIlwaine,** Finance Director, Foyles Northern Ireland

**Beryl Randall,** Project Manager, Employability Forum

**Glenn Shewan,** General Manager, Fenland Foods

**Mike Thompson,** Human Resources Manager, QV Foods Limited

**Migrant workers in Lincolnshire are mainly employed in the food sector. Businesses attending this visit represented all sections of the food supply chain from farmers, wholesalers, manufacturers and retailers. Key government bodies joined with businesses to look at the issues and discuss ways that business could help to alleviate some of the pressures.**

The Citizens Advice Bureau introduced the social and economic issues facing migrant workers, before delegates visited low-grade multiple occupancy housing areas where the negative impact on the local residents was visible. Finally, the visit group moved on to meet migrant workers on a vegetable farm with its own processing plant.

The visit was sponsored by Lincolnshire Enterprise, with the support of the East Midlands Food and Drink Forum.



Businesses meet migrant workers on vegetable production line

**“I was amazed at the impact of migrant workers on a relatively small community, and some of the housing conditions were very poor. The visit has encouraged me to ensure that ABP Doncaster carry out sufficient reviews - a major point for me is to ensure that ABP have a comprehensive welcome pack for all migratory workers, to include all legal and social rights.”**

**Larry Kavanagh**, Managing Director, ABP (Doncaster)

**ACTIONS SO FAR**

- = Re-convening the group to develop a code of practice for employers based on the Migrant Workers Charter designed by Business in the Community Northern Ireland**
- = Working with the Commission for Rural Communities (CRC) to understand business good practice across the UK. Business in the Community has fed good practice examples into the CRC**
- = Securing business support to input to the Employability Forum’s development of national policy for government**
- = Working together to provide a business voice and make policy recommendations for local and national government planning**
- = Business in the Community will be working with a ‘task force’ across campaigns and focus areas including workplace diversity, homelessness and rural action**



Managing Director of A & M Labour Recruitment explains gangmaster working practice to businesses

**“This visit has had a profound effect on me personally and has made me see the issues surrounding migrant workers, and indeed surrounding the economic model in the UK food industry, in a completely different way.”**

**Phil Gibson**, Head of Communications, Dairy Farmers of Britain



## LEADER

**Jeremy Oates,**  
UK and Ireland MD for  
Government, Accenture

## DELEGATES

**Fareena Alam,** Managing Editor, Q-News Magazine

**Robert Anderson,** Chief Executive Officer, Signet Trading Ltd

**Nigel Arkwright,** IT Director, Parcelforce Worldwide

**Stephen Banyard,** Director, Corporation TAX and VAT, HM Revenue & Customs

**Keith Cameron,** HR Director, Marks & Spencer plc

**David Denney,** VP Human Resources, International, Pitney Bowes Ltd

**Alison French,** Director, HR & Learning, HM Revenue & Customs

**Jan Hutchinson,** Director of HR and Corporate Services, Ordnance Survey

**Philip Ingleby,** Chief Operating Officer, Cushman & Wakefield

**Heather Jackson,** Director of Group Services, HBOS plc

**Charlie Mayfield,** Chief Executive, John Lewis plc

**Helena Morrissey,** Chief Executive Officer, Newton Investment Management

**Nicholas Pollard,** Executive Vice President, UK Plc

**David Postings,** MD of Business Banking, Lloyds TSB

**Mike Povall,** Chief Administrative Officer, Signet Trading Ltd

**David Richardson,** Director - Central Policy, HM Revenue & Customs

**Nick Robinson,** Director, Risk, HBOS plc

**Gary Senior,** Managing Partner, Baker & McKenzie

**James Stewart,** Chief Executive, Partnerships UK

**Chris Willford,** Group Finance Director, Bradford & Bingley plc

**According to national diversity figures, 65% of Pakistani or Bangladeshi households are of low income compared to 18% of white households. Attainment for this ethnic group is also below the national average. Those who do achieve academically often struggle to achieve in the workplace, with only 76% of Muslim graduates of working age in jobs, compared with 87% among all graduates. This visit explored how companies can support young people who are in danger of exclusion from the mainstream job market to achieve their full potential.**

At **Keyworth School**, where 85% of pupils come from Black, Asian and Minority Ethnic (BAME) backgrounds compared to an average of 68% for Southwark, delegates met with children involved with **The Place2Be**, which provides children in primary schools with a place where they can express their feelings through talking, creative work and play. At **Reed in Partnership**, the first private company in the UK to deliver government commissioned New Deal programmes, delegates worked with long-term unemployed clients seeking to re-enter the workplace.

**“It was personally very rewarding, and indeed I found the day fascinating. I believe one great benefit of business leaders interacting with the sort of organisations who we visited is that it helps to bring a sense of perspective to what we do.”**

**Gary Senior**, Managing Partner, Baker & McKenzie

The visit concluded by looking at the very first stages of diversity awareness, by visiting **Abbots Manor Nursery**, run by the **Westminster Children’s Society**. Despite the apparent wealth on the streets of Westminster, there are pockets of extreme poverty and deprivation where families suffering from drug and alcohol abuse live in overcrowded, poor and unsafe, multi-occupancy households. Good nursery education impacts on all aspects of life including educational attainment, community involvement and employment prospects.



Hearing from children who are involved with The Place2Be at Keyworth School

**ACTIONS SO FAR**

- = HM Revenue & Customs are supporting Abbots Manor Nursery with their tax credits process
- = Cushman & Wakefield are providing pro bono work and helping the Place2Be find new offices
- = Skanska UK Plc are keen to work with Reed in Partnership
- = Newton offered Reed in Partnership work experience opportunities
- = Personal donations were made to Keyworth School to buy new reading books
- = HBOS have backed the Place2Be hub in Edinburgh, providing support to more than 4000 children



Delegates helping out in a mock interview at Reed in Partnership

**“A hugely refreshing and thought provoking dip into a real world we are often separated from. A real world that matters because how we deal with it now impacts how the future shapes up.”**

**Heather Jackson**, Director of Group Services, HBOS plc



## LEADER

**Ian McAllister,**  
Chairman,  
Network Rail

## DELEGATES

**CO-LEADER: Paul Cuttill, OBE,** Chief Operational Officer - Networks, EDF Energy

**Tom Bloxham, MBE,** Chairman, Urban Splash

**Richard Cotterel,** Vice President, Cat Logistics

**Rupert Dickinson,** Chief Executive, Grainger Trust

**Philip Dilley,** Chairman - Europe Regions, ARUP Group

**Nigel Dunlop,** Group Operations Director, Gallaher Group

**Lindsay Forster,** Managing Director, Ringway Specialist Services

**Dave Hartnett,** Director General, HM Revenue & Customs

**Richard Howson,** Construction Director, Carillion plc

**David Lee,** Group Managing Director, Ringway Group Ltd

**Dom McKenna,** Group Development Director, Arriva

**Robin Morello,** Director - Manufacturing, Cisco Systems Ltd

**Victoria Pender,** Group Director - Government & Corporate Affairs, Network Rail

**Tariq Shah,** Director, TLB Properties Ltd

**Doug Tweddle,** Director - Frontiers & International, HM Revenue & Customs

**Thomas Walker,** Deputy Director - Enterprise, Department of Trade and Industry

**Michael Walter,** Partner, Herbert Smith

The development of the 67 acres of railway land behind King's Cross and St Pancras stations were the focus for this Seeing is Believing visit. The aim was to raise awareness of the opportunities that the investment will bring and how major companies directly involved in the development could work together with others to maximise its impact in the local community.

The delegates visited a construction skills training project at South Camden Community School being run over two days by Mansell Construction. Employers were encouraged to offer vacancies to TRACKS, part of Pertemps, a recruitment agency working with Job Centre Plus to match local people to job opportunities in any sector.

At the Calthorpe Community Garden and Project, the group heard at first hand from King's Cross residents, and about the effects of anti-social behaviour, driven by aspects of the King's Cross living environment, which the Calthorpe project aims to address through inclusive conservation and social activity.

This visit built upon an earlier visit into King's Cross in June 2006 led by John McDonough, Chief Executive of Carillion, which led to two Carillion managers being seconded to Business in the Community to organise the visits and develop the business action group as part of their personal and professional development.



**“It certainly made me reflect on what I as an individual and my company could do to assist projects like these around the UK.”**

**David Lee**, Group Managing Director, Ringway Group Ltd

**ACTIONS SO FAR**

- = A Business Action group has been set up to look at the role business can play in the regeneration of King's Cross, with the possibility that this model will be used in future regeneration projects. The group currently comprises Argent, Carillion, HBG, EDF Energy, Herbert Smith, Network Rail and Oriel Securities
- = Network Rail is supporting Calthorpe Project in its future development
- = Michael Walter is now an internal advocate for CR development in Herbert Smith and sees the need to move from basic charitable giving and employee volunteering into more strategic thought, advocacy and action in the regeneration of deprived areas
- = Ringway is working in partnership with the Calthorpe Community garden project



Observing student activities in Mansell's Construction tent at South Camden Community School



Hearing about Calthorpe Community Garden and Project

**“The businesses attending the Seeing is Believing Visit not only saw and believed but they did something about it.”**

**Paul Cuttill**, Chief Operating Officer - Networks, EDF Energy



## LEADER

**Iain Ferguson,**  
Chief Executive,  
Tate & Lyle

## DELEGATES

**Niels Christiansen,** Managing Director, Siemens Industrial Turbomachinery

**Michael Grier,** Corporate Social Responsibility Manager, Tate & Lyle

**Mike Griffiths,** Head of HR, Europe, Gallaher Group plc

**John Hayes,** Chief Executive, Axis Europe plc

**Julian Heslop,** Chief Financial Officer, GlaxoSmithKline plc

**Andrew Hudson,** Chief Executive, Valuation Office Agency

**Philip Jansen,** Group Chief Operating Officer & Group Chief Executive, UK & Ireland, Sodexo

**Iain Johnson,** National Head of Marketing, Parcelforce Worldwide

**Simon McCrum,** Partner, Pannone LLP

**Theresa Middleton,** Director - SME & EU, HM Revenue & Customs

**Andrew Moss,** Group Finance Director, Aviva

**Dermot O'Kelly,** Vice President, Oracle Corporation UK Ltd

**Martin Peach, CBE,** Director - Detection, HM Revenue & Customs

**Helen Shaw,** Human Resources Director, EDF Energy

**David Smith,** Finance Director, Parcelforce Worldwide

**Robert Swannell,** Vice Chairman - Citigroup Europe, Citigroup

**Michael Thompson,** CEO, Childbase Ltd

**Peter Varney,** Chief Executive, Charlton Athletic FC

**Kim Winsor, OBE,** President & CEO, Aquascutum Ltd

**The areas designated as regeneration sites for the 2012 London Olympics are in the top 10% of the most deprived boroughs in the UK, representing a diverse range of communities experiencing varying levels of exclusion and disadvantage.**

This visit explored the ways in which young people are looking towards 2012, and how their engagement can contribute to the regeneration of the most disadvantaged communities in London. The role of business will be imperative to this process, as opportunities to invest in and support the development of the nation's plan for 2012 continue to grow.

At **Brampton Manor School**, where over 50 different languages are spoken by students, significant numbers of which are refugees seeking asylum from either oppressive regimes or wars, delegates had the opportunity to discuss at first hand the challenges and opportunities which exist for young people in East London. They also met young people and staff from the **London Sports Forum for Disabled People**, a charity promoting the sporting interests of the one million disabled young people and adults in the Greater London area.

At the **CBS Centre** in Canning Town, run by **Community Links**, delegates engaged in conversation with young people from Newham, one of the poorest boroughs in Europe, then finally in Stratford, met with the young athletes of the **Newham Sports Academy**.

**“The day has given me an insight into the challenges and potential of great education in a deprived area, helped enormously by the observations from ones fellow delegates.”**

**Julian Heslop**, Chief Financial Officer, GlaxoSmithKline plc

This forward-looking and innovative approach to inclusive sports training for young British athletes is spearheaded by Olympic medallist Tessa Sanderson, who brought to life the true implications and opportunities of the 2012 development site for the 500 young athletes with whom she and her coaching staff works.

**“It certainly provided an opportunity for me to learn more about some of the challenges in Newham, but also on a wider platform, some of the big issues facing the UK today.”**

**Philip Jansen**, Group Chief Operating Officer & Group Chief Executive, UK & Ireland, Sodexo



Hearing from Newham Sports Academy athletes at Brampton Manor School



Playing Goalball, a game which people of all sight abilities come together as an equal

**ACTIONS SO FAR**

- = GSK have offered Community Links £20,000 to put towards the purchase of a van and the training of centre users to obtain their PSV licence**
- = A work shadowing scheme has been established for 40 pupils from Brampton Manor School, with Aquascutum providing suits for these students**
- = Pannone has donated footballs and bibs to Community Links**
- = Aquascutum and Pannone are working together with Reebok on providing footwear for the Newham Sports Academy students**

# HALIFAX, 17 October 2006



## LEADER

**Sir William Castell,**  
Chairman, The Wellcome Trust

## DELEGATES

**Tim Ablett,** Chief Executive, FirstAssist Group Ltd

**Nick Dyson,** Director, Knowledge, Analysis & Intelligence, HM Revenue & Customs

**Philip Grant,** Managing Director, Intermediary Distribution and Specialist Banking, HBOS plc

**Robert McKinnon,** Partner, Marakon Associates

**Chris Middleton,** Managing Director, Gripple Ltd

**Scott Wardrop,** Managing Director, Ringway Infrastructure Services Ltd

**As a former mill town last visited by The Prince's Seeing is Believing in 1996, Halifax was the focus of this visit, the first in a series of Jubilee visits being run by Business in the Community to celebrate its 25th Anniversary.**

Sir William Castell, former chair of both the Prince's Trust and Regeneration Through Heritage, has been a leading figure in the business regeneration effort in Halifax and led this visit with the intention of examining the progress made over the last ten years and to learn how business can bring greater focus and support to current regeneration efforts in other British towns and cities.

At **The Elsie Whiteley Innovation Centre**, introduced to the visit group by the **Halifax Opportunities Trust**, delegates met local



Meeting young people engaged with the Himmat project

**“Halifax and Bradford have for years been tested with the ability to maintain social cohesion. In the early 80s the major issue was the availability of jobs. Today we are faced with integrating the diverse cultures of Kashmir and Eastern Europe. Once again, Business in the Community finds itself with the key challenge of facilitating social evolution.”**

**Sir William Castell**, Chairman, The Welcome Trust

people and entrepreneurs from varied backgrounds who are taking advantage of such local regeneration projects in both traditional and innovative ways.

The group also visited **The Himmat Project**, one of the sites visited on the original 1996 visit. Acting as a bridge between young people from South Asian backgrounds in trouble with the law, their families, offender managers and other youth justice workers, Himmat played a clear role in the aftermath of the Bradford riots, and continues to empower better cultural understanding between the varied members of the local community and the law courts today.

Finally at **Sowerby Bridge Wharf**, the group explored the success that can be engendered when commercial enterprise develops in conjunction with community input and passion.



Delegate group at Sowerby Bridge Wharf

**“After education and training there seemed to be a real need to provide a supported bridge across into employment... I am in a position to personally and very directly start building that bridge.”**

**Philip Grant**, Managing Director, Intermediary Distribution and Specialist Banking, HBOS plc

**ACTIONS SO FAR**

**= Thanks to Sir William Castell and Marakon Associates, five young people from the Himmat Project came down to London for a session on goal-setting facilitated by Marakon graduate trainees, and enjoyed a visit to the London Eye and ice skating**

**= Gripple is providing two cars for The Himmat Project’s new car mechanics workshop**



## LEADER

**Sir Stuart Hampson,**  
Chairman, John Lewis  
Partnership

## DELEGATES

**David Algar,** Managing Director, Nutricia

**Peter Badcock,** CSR Consultant, Capital Shopping Centres plc

**Adrian Bryant,** Head of Cards Marketing, HBOS plc

**John Bullough,** Retail Director, Grosvenor

**Michael Doolin,** Director of HR & Training, GeoPost UK Ltd

**Frank Dover,** Director of Security and Business Continuity, HM Revenue & Customs

**Sir Robert Finch,** Chairman, Liberty International Plc

**Christopher Harding,** South West Regional Director, Bovis Lend Lease

**Jason Harding,** General Manager, The St David's Hotel & Spa

**Saleem Kidwai,** Chief Executive, Ethnic Business Support Programme

**Graham Lindsay,** Managing Director of Wales and West Community Bank, Lloyds TSB

**Alan Meredith,** Regional Managing Partner, Eversheds

**Francis Salway,** Group Chief Executive, Land Securities

**Robert Smith,** Chief Executive, Linc-Cymru Housing Association Limited

**Phil Walker,** Chief Operations Officer & Vice President, Capgemini

**The chair of Business Action on Economic Renewal, Sir Stuart Hampson, led this visit into the isolated and deprived Butetown area of Cardiff. This residential area lies near the large commercial regeneration sites in the city and provided a fitting backdrop for the group to explore the ways in which companies can prioritise their investment in and support for deprived areas.**

Beginning at the **Eversheds** offices, from where the group were able to view the area they were about to enter on foot, delegates then met with some of the homeless population of Cardiff at **The Huggard Centre** and the Salvation-Army run **Ty Gobaith** and discussed the many ways in which business can support such centres with both immediate care and longer term skills support to their clients.

At **Immtech**, the largest independent music and multimedia training provider in Wales, delegates worked with young people on radio and music skills and enjoyed a stunning performance from the students, many of whom have difficulties in school and need access to an additional or alternative curriculum.



**“Moving, inspiring and humbling are the words that do not do justice to the incredible levels of human compassion we saw and heard of.”**

**Michael Doolin**, Director of HR & Training, GeoPost UK Ltd

The visit ended at the **New Skills Centre**, which enables pupils from local schools and mature trainees to make a choice to enter the construction industry straight out of school, directly benefiting the regeneration of Cardiff Bay. In total 300 local trainees a year hope to benefit from the chance to find jobs, but need strong partnerships with local construction businesses to make this a reality.



Hearing from a student at Immtech

**ACTIONS SO FAR**

= At the Huggard Centre, Eversheds redecorated two rooms in the Emergency Bed Unit, St David’s Hotel & Spa donated two televisions and Capgemini will commence a makeover of the garden in the spring

= Grosvenor and British Council Shopping Centres are keen to work with Business in the Community to link shopping centre investments to benefit disadvantaged communities

= GeoPost is keen to use Immtech to promote their business in Cardiff

= Liberty International, Land Securities, Capital Shopping and John Lewis Partnership are looking to work collaboratively on a long-term project to support the communities in Cardiff and surrounding area



Meeting clients at Ty Gobaith

**“We take our corporate responsibilities very seriously and we engage with our local community, but clearly we are only scratching the surface.”**

**Alan Meredith**, Regional Managing Partner, Eversheds

# KIELDER, Northumberland, 9 November 2006



## LEADER

**HRH The Prince of Wales**



## LEADER

**Graeme Thompson,**  
Managing Director,  
Tyne Tees Television

## DELEGATES

**Ian Brown,** Board Member, One North East

**Margaret Clark, OBE,** Director, Commission for Rural Communities

**Sir Donald Curry, CBE,** Chair - Sustainable Farming and Food Implementation Group, DEFRA

**Sir Michael Darrington,** Managing Director, Greggs plc

**Dymph De Leeuw den Bouter,** Planning Manager - IST, BP plc

**David Francis,** Director, Community Council Northumberland

**Tony Gates,** Chief Executive, Northumberland National Parks Authority

**Dr Brian Gilvary,** Group Vice President for International Supply and Trading, BP plc

**Christopher Hewitt,** Head of The Countryside and Agricultural Unit, Ward Hadaway

**Nigel Mills,** Area Head of HR - Central, Marks & Spencer plc

**Graham Neave,** Operations Director, Northumbrian Water Group

**Chris Sayers,** Director - Local Government, BT Plc

**Paul Walker,** Group Chief Executive, Sage plc

**Paul Woolston,** Senior Partner, PricewaterhouseCoopers

The visit to the remote Kielder area of Northumberland enabled Their Royal Highnesses The Prince of Wales and The Duchess of Cornwall, businesses and community leaders to understand the challenges facing rural communities resulting from the reform of the Common Agricultural Policy and the impact of increasing urbanisation on remote rural communities.

TRHs and businesses were able to see what farmers and rural communities are already doing to be more sustainable and explore ways in which business can support this activity. The visit included a tour to Dunterley Farm which is diversifying into direct sales, and an old droving inn, the only pub in the largest parish in England, which holds adult IT courses,



Business leaders and TRHs hear about the challenges faced by farmers, Colin and Michelle Anderson in diversifying into direct sales

**“By bringing leading regional business figures into the Northumbrian countryside, the Prince of Wales and Business in the Community have been able to demonstrate the challenges facing farmers and crafts people in rural communities in the current economic climate.”**

**Graeme Thompson**, Managing Director, Tyne Tees Television

provides local services, and gourmet evenings to remain viable. At the pub, delegates also listened to 20 local farmers and discussed the challenges of upland farming.

‘Seeing is Believing’ is being used to help farmers develop their vision for change. Visits are being arranged to show them innovative ideas in other upland areas.



HRH draws a pint of Nels Best, brewed by a local farmer who diversified after the foot and mouth epidemic

**ACTIONS SO FAR**

- = The business and government attendees have offered professional support and assistance where they think there are opportunities for diversification. These will be matched with the farmer/ community needs
- = Eight farmers have agreed to collaborate on a biomass scheme and are looking at other alternative energy ideas that businesses can provide support with
- = Marks & Spencer are buying Nels Best and other businesses are reviewing their sourcing policies
- = Farmers and community groups who attended the visit were inspired to address sustainability issues and compiled a list of areas where they would welcome external support. They have held two community meetings since the visit

**“Yet again the power of the Seeing is Believing visits come to mind, without these the business community would be blind to the issues. Also to thank the Prince for his time, commitment and enthusiasm in supporting the event. I have not stopped discussing the issues at all levels within our business, not to mention becoming a major customer of the brewery in Matfen for stocks of Nels Best.”**

**Nigel Mills**, Area Head of HR - Central, Marks & Spencer PLC

# THE PRINCE'S SEEING IS BELIEVING NETWORK

Having participated in The Prince's National Seeing is Believing visits, business leaders become part of the ongoing network, reconvening through a programme of exclusive events. This year saw three such events designed to give further insights and knowledge on issues relating to responsible business leadership and wider issues.

## 20 FEBRUARY 2006

**Conversation at The Museum with Arun Sarin, Chief Executive of Vodafone.** Sponsored by Accenture, Arun Sarin followed Niall Fitzgerald, Chairman of Reuters, Allan Leighton, Chairman of Royal Mail Group, Lord Browne of Madingley, Chairman of BP and Sir Martin Sorrell, Chief Executive of WPP in presenting his perspective of the challenges of leadership in business in the context of history as showcased within the British Museum.

Chaired by Richard Lambert, Director General of the CBI, Arun talked about his passion for communications and the impact of access to power and knowledge. He reflected upon the democratisation of power through today's communications and the emerging third generation networks and ideas which he believes will change much of what we take for granted today.

Neil MacGregor, the British Museum's Director, helped to contextualise this commentary by reflecting upon the importance of communication, translations and codes from Babylonian times to the present and questions from the floor illustrated clearly the awareness and inquisitiveness of how new communications technology can change not only business but society and communities as a whole.



Conversations at The British Museum

**“One of the things that we have realised in the last five or maybe ten years is that the need to communicate for human beings is extremely strong. There are lots of people who are using this need to find jobs, to stay employed, to get the next assignment, to talk to their loved ones. It is a basic human need that should be available to every level of the global population.”**

**Arun Sarin**, Chief Executive,  
Vodafone

# THE PRINCE'S REGIONAL SEEING IS BELIEVING NETWORKS

The focus of the regional based networks reflects that of the national programme in providing ongoing inspiration and learning opportunities but does so within the regional context and on regional issues.

**2006 saw the well established model of the North West region, now completing its fourth year, being expanded to cover the Western, London and South Eastern regions whilst the Launch of the Welsh National Programme will see its establishment in 2007. Of particular note has been the following network driven developments:**

**NORTH WEST** - 2006 saw three specific areas of activity remain at the forefront of the Networks activities. Under the chairmanship of Edwin Booth, Chairman of EH Booth Ltd, the network launched a targeted education guide designed to simplify the means through which business could be supportive to the education issues in the region. This education theme will gain much added momentum through the support of The North West Development Agency who have agreed to fund an education programme manager for three years.

**WEST** - This newly developed network enters 2007 with a clear focus on ethnic community cohesion in Bristol. Under the leadership of Bob Smyth, Partner, Burges Salmon plans are currently being developed for the network to identify a clear route to engage business within the area on what is likely to emerge as a Muslim and other ethnic minority youth orientated campaign.

**LONDON AND SOUTH EAST** - Under the leadership of past and present Prince's Ambassadors for London and South East, this joint network is designed to encourage increased collaborative engagement and is developing a programme for 2007 which has a strong emphasis on raising expectations in young people, education and homelessness.

Individuals within the network have maintained many ongoing partnerships with schools and projects visited in previous years.

A particularly positive outcome has seen Oracle's management support for Reading Girls' School rewarded, with the school coming out of special measures in record time. The YourStory youth project in Lambeth has been greatly enhanced and has seen a growth in leadership and employee involvement from EDF Energy and Lovells. Unipart's school support and recruitment of homeless young people has acted as a catalyst for galvanising other businesses in Oxford whilst SAGA's help in establishing Kent Works to expand and improve work experience across Kent has seen a significant growth in this area of activity. All of this demonstrates the very powerful effect of maintaining Seeing is Believing delegates within a cohesive and mutually supportive network.

# FURTHER CONTACT INFORMATION

## CONTACT:

### Seeing is Believing team

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T 020 7566 6629

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**“In the past I have been somewhat cynical about the impact of CSR and the reasons behind some individuals and corporations involvement. The day demonstrated to me that when organisations get truly involved - for the long term - with local communities, the impact can be impressive. The solution is not just to give money, as useful as that is, but also to give resource and effort in a targeted manner with measurable results.”**

**Dermot O’Kelly**, Vice President, Oracle Corporation UK Ltd



**“Hans Sloane, whose collection formed the foundations of The British Museum 250 years ago, was not just a distinguished physician but also a chocolate tycoon. Nothing could better illustrate why The British Museum is the perfect place to bring together the world of business and the world of culture for these conversations.”**

**Neil MacGregor**, Director, The British Museum

### **7 SEPTEMBER 2006**

**Al Gore’s “An Inconvenient Truth”** was the subject of a UK pre-viewing on 7 September. Organised in conjunction with The Prince’s Cambridge-based programme, ‘Business and the Environment’ and Tomorrow’s Company. The Seeing is Believing Network was invited to attend with a condition that each guest should take a young person with them. The aim through this was that the message might inspire both generations. Over 400 individuals attended and some tough questions were posed by business leaders and children alike. As a result various companies made pledges to either encourage their staff to see the film by paying for their tickets, or committing to hiring the film themselves to show to their staff teams. A number in the audience volunteered for the Cambridge programme’s advocacy role in conjunction with this film.



Al Gore explaining “An Inconvenient Truth”

### **20 NOVEMBER 2006**

**The Prince’s School of Traditional Arts** hosted a select audience of Seeing is Believing delegates to a special open night where they were welcomed by HRH Prince Khalid bin Bandar bin Sultan al Saud, Chairman of the School. Those attending had the opportunity to witness the high quality artwork being undertaken, hear of the community outreach work and at the same time exercise their own creative talents. More importantly awareness of the school’s work was raised and several offers of support are now being followed through.



The piece of traditional art created by delegates at The Prince’s School of Traditional Arts

# COLLABORATIVE ACTION IN THE REGIONS

The delegates of the regional programme spend a morning exploring problems facing society and learning about innovative business schemes put in place to tackle them.

The regional programmes place business leaders directly in areas adjacent to their own operations where the context of highlighted issues are directly relevant to their own operations, employees and wider stakeholders.

Often led by attendees of the national programme, the visits have dealt with a wide range of issues specific to the concerns of business in those areas.

Visits in 2006 have focussed on the following issues:

- Crime and employability
- Homelessness
- Regeneration
- Education
- Employability
- Disability
- Environment
- Healthy workplaces



David Anderson, Chief Executive of Co-operative Financial Services meets a student from Fairbridge, Salford

**“I was humbled and inspired by what I saw and heard. The visit was a combination of extremes and I was overwhelmed by the passion, talent and enthusiasm I witnessed.”**

**Michael Dyke**, Director of Connections,  
EDF Energy (London & SE)

**“Taking people on a ‘Seeing is Believing’ visit is a very effective way to communicate the issue to business people. In a very short period they understand the challenges faced by the farming community.”**

**Dr Brian Gilvary**, Group Vice President for International Supply and Trading, BP plc

## THE REGIONAL PROGRAMME

**1. Seeing is Believing** – Business leaders spend a morning visiting community organisations and talking to experts about business solutions to contemporary issues in areas adjacent to their operations.

**2. Individual Action** – Subsequently the business leaders meet individually with Business in the Community directors to discuss their impressions of the day and ideas for potential collaboration.

**3. Reporting Back** – Visit leaders report back to HRH The Prince of Wales on the action they and their visit group have taken throughout the year. Delegates are encouraged to share their experiences at regionally based events.

**4. Collaborative Action** – Delegates may become members of The Prince’s Seeing is Believing Networks locally to keep the inspiration alive and to continually develop their knowledge of responsible business practice.

**5. A Leadership Network** – In the North West, Wales, West of England, London and the South East delegates can join regional Seeing is Believing Networks and keep engaged collectively on issues which they have visited in their areas.

**“Although Great Yarmouth is on our doorstep, I was unaware of the range and scale of problems in the area, and the excellent work of the agencies involved in supporting people. The presentation from the prolific offender team of Norfolk Constabulary was eye opening and challenged some perceptions of how the police respond to changing needs of society. I also felt as an organisation we could help make a difference.”**

**Tricia Fuller**, HR Director,  
Norfolk County Services Ltd

Building on a successful history of Welsh visits over many years, HRH The Prince of Wales inspired the launch of a Welsh National Programme during his visit to the Ebbw Vale and Newbridge area on the 15th November 2006. This exciting development provides Wales with the opportunity to substantially increase the impact of the programme, not just on behalf of

## GWENT, 15 NOVEMBER 2006

### LED BY

**HRH The Prince of Wales**

**Ann Beynon,**  
Director Wales, BT Group

### DELEGATES

**Nigel Annett,** Managing Director, Dwr Cymru  
Welsh Water

**Michael Benfield,** Managing Director, Benfield ATT

**Mark Brace,** Managing Director, Brace's Bakery

**Peter Collis,** Chief Executive, Land Registry Office

**Keith Dye,** Managing Director, Western Mail & Echo

**Peter Griffiths,** Chief Executive, Principality  
Building Society

**Vince Kerr,** Managing Director, Williams Medical

**Emma Leeke,** Commercial Director, JH Leeke  
and sons

**Patrick Lewis,** Director, HOV Programme

**Charles Middleton,** Chief Executive, Training  
Services Wales

**Jackie Royall,** Operations Director, Buy as  
You View

**Bob Shields,** Regional Director, Parcelforce  
Worldwide

**Paul Webb,** Customer Services Site Manager,  
T-Mobile

### FOCUSING ON

- Regeneration of former Coal and Steel communities

The visit focussed on regeneration in communities which had previously been centred around coal mining or iron and steel production. Many of these communities are still now only just beginning to recover from the pit closures in the late 1980s and early 1990s, and of steel plants in the 1990s.

Delegates visited the site of the former **Corus plant in Ebbw Vale**, and saw plans for its regeneration; **Relay**, a recycling project which collects waste material from factories and sells it to community groups and schools for use in arts and crafts; **The Former Engine House** at the Dowlais Iron works which is now being converted into a community facility providing sports, IT, theatre, cinema and dance facilities to the young people of the area; and the **Former Miners Institute and Memorial Hall** in Newbridge, which is being restored to its former glory and opened up as a facility to the local community.

HRH The Prince of Wales joined the Seeing is Believing visit at these last two sites, and hosted a feedback session at the end of the day.

# Launch of Welsh Regional Programme

Business in the Community's responsible business agenda but also in support of HRH The Prince of Wales' other charities, working as they do across the diverse areas of youth, education, volunteering, heritage, health and the Arts. HRH The Prince of Wales will host a report back event for Welsh programme delegates in November 2007.

## ACTIONS SO FAR

= Western Mail and Echo have helped Replay review its business plans, and have provided support and guidance in marketing, including free advertising worth £3,300

= Braces Bakeries have established a link with Replay, with a view to using them to dispose of over-runs of packaging in an environmentally sound way

= Leekes Department store have offered to sponsor paint for the repainting of the cinema in the Memorial Hall and are also arranging to supply excess packaging materials and possibly unsold products to Replay

= BT are looking into placing a secondee in the Engine House IT suite, to advise how to maximise this facility, and possibly provide some training to users in developing and maintaining a Web site



Inspecting the range of materials available at Replay



Review of the day with HRH The Prince of Wales

**“I think the main issue to come out of the visit for me was that, whilst community projects would always like money, what they also really need is expertise... as The Prince of Wales said - people who can help them to unlock doors or explain how to get things done.”**

**Peter Collis**, Chief Executive, Land Registry Head Office

# NORTHERN IRELAND

Over 200 business and industry leaders attended one of 13 Seeing is Believing visits throughout the year to see for themselves how business can play a role in tackling some of the most pressing social issues in deprived inner city and rural areas. Visits were themed around issues such as neighbourhood renewal and

## THIS YEAR THERE WERE VISITS TO

**Belfast**

**Craigavon**

**Magilligan Prison**

**London**

## LED BY

**Jay Colville**, Northern Ireland Regional Director, Nationwide

**Trefor Campbell**, Managing Director, Moy Park

**Paul Kinney**, Equity Partner, PricewaterhouseCoopers

**Andrew Laird**, HR Manager, Ulster Weavers Home Fashions Ltd

**Mike Rake**, International Chairman, KPMG

**Paul Rooney**, Partner, PricewaterhouseCoopers

**Andrew Baskin**, Director, RPS Consulting Engineers

**Colin Dundas and Stephen Bloomfield**, Area Managers, Northern Bank

**Nigel McIlwaine**, Financial Director, Foyle Food Group

**Paul Priestly**, Director of Resources, Northern Ireland Office

**Michael Ryan, CBE**, Vice-President and General Manager Operations, Bombardier Aerospace, Chair Business in the Community NI

**Paul McErlean**, Chair, CIPR Northern Ireland Region

**Peter Kelly**, Head of Office, Marsh Ltd

## FOCUSING ON

- Employability and Community Regeneration
- Education
- Education / Community Regeneration
- Neighbourhood Renewal & Deprivation
- Community Sustainability / Social Economy
- ProHelp / Professional Firms
- Neighbourhood Renewal
- ARENA Network NI - Environmental Action
- Migrant Workers
- Employee Volunteering
- Employability
- Communication

**“Many companies in the Belfast area are committed to supporting local schools and the community, but are unsure how best to go about this. Today’s visit has given all interested employers the opportunity to gain an insight into areas of need in our local schools. This Seeing is Believing has also been crucial to ensure that businesses understand how they can work most effectively in partnership with education for maximum impact.”**

**Colin Dundas**, Regional General Manager, Northern Bank



deprivation, education, employability, migrant workers, employee volunteering, environmental action and the social economy and were led by senior figures from companies including KPMG, Foyle Food Group, Northern Ireland Office, Nationwide and Northern Bank amongst others.

### **ACTIONS SO FAR**

- = NI Lymphoedema Support Group received pro bono advice, valued in excess of £5000, from EG Information Consulting, Fitch Accountants and CMWorks. The Managing Director of CMWorks also agreed to sit on their board**
- = NI Prison Service established new links with at least five new businesses, providing work experience and vocational advice**
- = Tughans Solicitors provided professional help to SEEDS, a local voluntary organisation promoting ethical and cultural diversity. This resulted in SEEDS opening a One World Centre to provide advice and expertise to foreign nationals**
- = Parcellforce Worldwide agreed to distribute copies of the Wider Circle's Trauma Publication free of charge to all doctors' surgeries across Northern Ireland**
- = A new pilot programme, Adopt-a-School has been developed as a result of the Belfast Education visit led by Northern Bank**
- = Four companies completed the Youth Justice Agency mentor training. Council for the Curriculum Examinations and Assessment and HBOS committed to involving young offenders in company Cares challenges**



Delegates hearing from volunteers on Business in the Community's Time to Read programme at Avoniel Primary School, helping children improve their literacy and communication skills



Businesses learn how to positively impact on education provision in our schools: (L-R) Colin Dundas, Northern Bank; Ursula Yates, Time to Compute volunteer from Fujitsu; and Cathy Donnelly, Botanic Inns, with Jayne Glover, a pupil in Strand Primary School

# LONDON AND SOUTH EAST

The London and South East region ran six Seeing is Believing visits in 2006 which were held in a number of areas including Camden, Stratford, Basingstoke and Southwark. The visits, with a total of 100 delegates, focused on issues such as education, regeneration and diversity and homelessness.

## THIS YEAR THERE WERE VISITS TO

Southwark

Kings Cross

Hackney / Camden

Brent

Stratford

Basingstoke

## LED BY

**Paul Cuttill, OBE**, Chief Operating Officer, Networks, EDF Energy

**John McDonough**, Group Chief Executive, Carillion

**Jo Confino**, Executive Editor, Guardian and Head of Social and Community Affairs, Guardian Newspapers Ltd

**Ian Coull**, Chief Executive, Slough Estates

**Tony Jordan**, Vice President, Canary Wharf Group

**John Howe**, Vice Chairman, Thales Group

## FOCUSING ON

- Employee volunteering
- Education
- Regeneration and Diversity
- Homelessness

**“The visit enabled me to gain a good insight into the issues unique to inner city schools. I am now more aware for the need for long term projects and not just short term one-offs.”**

**Joanne Dooley**, Cultural Development Manager, BDO Stoy Hayward

## ACTIONS SO FAR

= **Business Action Group** formed to help local communities capitalise on the major development of Kings Cross - helping schools raise achievement and work readiness, improving employment and supporting local enterprise - potential model for other regeneration projects

= **Additional work placements and job coaches for homeless people and for projects working with challenging young people who are not in education or training**

= **A number of schools in deprived areas have benefited from mentors and ethnic minority role models; help with curriculum projects, presentations, work experience; and financial support**



Ian Coull, Chief Executive, Slough Estates and delegates with participants of BOSS

# SOUTH WEST

The South West region held one visit this year focusing on the key barriers faced by ex-offenders and the homeless when returning into employment. Particular focus was given to the Resettlement Unit at HMP Dartmoor and the Steady Work training programme delivered by Shekinah Mission.

## THIS YEAR THERE WERE VISITS TO

### Plymouth

#### LED BY

**Mark Duddridge,**

MD, Ginsters and Anne Perry, HR Manager,  
BAE Systems

#### FOCUSING ON

- Ex-offenders and re-employment

## ACTIONS SO FAR

- = Five businesses have since offered work placements and three job coaches have been trained since
- = Business Link has offered both venues and job coaches
- = Devon County Council have offered training



The delegate group outside HMP Dartmoor Resettlement Unit, 15 November

“I thoroughly enjoyed the day and found it not just interesting but extremely informative and most importantly it left me feeling I could do something to help ex-offenders become settled. I have already spoken to my Chief Executive about having an ex offender employment policy and what support we could give them. I also have a councillor who can look into our employment policies.”

**ClIr Viv Pengelly,** Plymouth City Council

“A very inspiring and informative day which challenged my preconceptions of homelessness and offender rehabilitation.”

**Adrian Fox,** Contract Manager, ROK

# EAST MIDLANDS

The East Midlands region has enjoyed a successful and varied programme of visits this year. They have focused on a variety of issues from diversity, rural issues, climate change to employability. For the majority of delegates, we have helped them understand the barriers that many people face when seeking employment.

## THIS YEAR THERE WERE VISITS TO

Bestwood, Nottingham

Derwent, Derbyshire

Normanton, Derby

Aspley, Nottingham

## LED BY

**Annemarie Shillito**, Head of Corporate Communications, Experian

**Mark Nancarrow**, Chief Executive, Egg plc

**Martin Quaid**, Project Director, Skanska UK Plc

**Nina Hughes**, Community Relations Manager, E.ON UK plc

## FOCUSING ON

- Employability
- Regeneration & Employability
- Education & Employability

**“Local employers can play a large part in supplementing and accelerating the community action by supporting education and providing skills and employment prospects.”**

**Bob Dance**, HR Director, Siemens Energy Services

## ACTIONS SO FAR

= **Capital One** are examining with **BEST (Broxtowe Education Skills and Training)** how they can link with the clients that are graduating from their employability skills courses

= **Siemens Energy Services** are committed to working within their supply chain to help influence the recruitment practices of their sub-contract meter reading partner

= **Capital One** are facilitating meetings with providers in their supply chain to look at how they recruit in an effort to try and find opportunities for suitably skilled local people from Nottingham's most disadvantaged communities



Discussing employability issues with Jacqui Meads of Broxtowe Education Skills & Training

# WEST MIDLANDS

The West Midlands has run three Seeing is Believing visits this year with focuses on understanding the barriers faced by refugees in accessing employment, and on education and how business have a role in raising the achievements of young and supporting future employability prospects.

## THIS YEAR THERE WERE VISITS TO

**Birmingham**

**Sandwell**

**Coventry**

## LED BY

**Mark Jones**, Head of Manufacturing, Cadbury Trebor Bassett

**Stewart Towe**, Managing Director, Hadley Group plc

**Bibiana Boerio**, Managing Director, Jaguar Cars

## FOCUSING ON

- Refugees - a missed opportunity?
- Economic Renewal in Sandwell
- Raising the Achievement of young people in Coventry

## ACTIONS SO FAR

= Mansell are sending in a team of volunteers to complete the garden project at Skills Link Tibbington. They are linking in local school children to design the garden, with the winner having their design produced in colour

= West Bromwich Building Society are funding elderly exercise classes at Great Bridge Community Centre, Sandwell and have donated IT equipment to Skills Link Tibbington

= Geo Post are assisting with PR and design, and Mansell is providing marketing support for the production of Great Bridge Community Centre's newsletter



Delegates with children, staff and parent from Hillfields Early Years Centre, Coventry

**“People can meet refugees and ask questions they are sometimes scared to ask because it is not politically correct. We want to dispel the myth and show people what refugees can offer.”**

**Gail Walters**, Programme Manager,  
The Trellis Project

# YORKSHIRE AND HUMBER

Business leaders led delegates into the heart of Sheffield and York to visit social enterprises, childcare facilities, voluntary and community groups and schools. This was the opportunity to bring delegates face to face with 'real' issues communities are facing around regeneration, education, enterprise and employability.

## THIS YEAR THERE WERE VISITS TO

Sheffield

Acomb, York

## LED BY

**Stuart Firth**, Corporate Development,  
Hewlett Civil Engineering Ltd

**Ian Greenfield**, Partner, Hammonds

## FOCUSING ON

- Sustainable regeneration
- Education and basic skills

## ACTIONS SO FAR

= **Keith Owen from Haslam Homes, whilst on the Sheffield visit, heard about a new social enterprise called White Horse Green Hands (WHGH). This is a social enterprise specialising in landscaping and maintenance of green spaces. Haslam Homes invited WHGH to tender for a piece of landscaping work on a new housing estate at Darnall. WHGH won this contract, valued at £6,000**

**"I came away with the firm belief that companies' size and resources may make community partnerships easier, but it is the attitude that makes them possible."**

**Kim Daniells**, Corries Solicitors Limited

**"Events such as this are inspirational and show how even a small level of commitment can deliver enormous benefit to peoples' lives."**

**Deborah Green**, Regional Manager,  
(Yorkshire) of The Law Society of England  
and Wales



Delegates at Westfield Primary Community School



# EAST OF ENGLAND

All three visits held in the East of England this year have run with themes of crime and employability. Two visits saw delegates taken to HMP Bedford where businesses examined ways in which they can contribute to the employability agenda by reducing barriers to the employment of ex-offenders.

## THIS YEAR THERE WERE VISITS TO

HMP Bedford

Great Yarmouth, Norfolk

HMP Bedford

## LED BY

**Lee Allen**, Director, AW Group

**Paul Cuttill, OBE**, Chief Operating Officer  
- Networks, EDF Energy Norfolk

**Stephen Bourne**, Chief Executive, Cambridge University Press

## FOCUSING ON

- Reducing ex-offending
- Crime and Employability

## ACTIONS SO FAR

= HMP Bedford is now working with some of the delegates to help mature the current packing workshop into a more business focused project, which will serve almost as work experience for the prisoners

= Offers of employment of prisoners on the WorkOut Project were made from businesses as a direct result of delegates attending the visit

= The wish lists of the three agencies visited in Great Yarmouth were exceeded considerably. The new Business Action on Employment and skills programme got off to a great start with 11 work placements being offered as well as buddies and job coaches. Several jobs will be secured and the next programme has 20 applicants already



Paul Cuttill of EDF Energy (far right) with staff and clients at Norcas, a leading provider of drug and alcohol services in East Anglia

“ This event has changed my view of ex-offenders; I believe there is need from both the police & prison officers to go out and spread the ‘gospel’ in the business community. The event went beyond my expectations.”

**Nazir Jessa**, Chairman, Watford Electronics

# NORTH EAST

The North East's 2006 Seeing is Believing focussed on healthy workplaces and communities, the employability of young people with special needs and the sustainability of our rural economy. The North East also hosted a National Seeing is Believing visit led by both HRH The Prince of Wales and Graeme Thompson, Managing Director, Tyne Tees Television.

**THIS YEAR THERE WERE VISITS TO**  
Derwentside, County Durham  
Sedgefield and Ferryhill

#### LED BY

**Margaret Fay**, Chair, One North East  
**Jamie Martin**, Managing Partner, Wardhadaway

#### FOCUSING ON

- Supporting the employability needs of young people with special needs
- Workplace and community health



Jamie Martin of Wardhadaway takes the blind food taster test as part of The Ladder Centres' new food appreciation course

#### ACTIONS SO FAR

= The Healthy Workplaces and Communities visit addressed the numerous factors including diet and exercise that contribute to a healthy lifestyle both inside and outside work. It also demonstrated how investment in the health and well-being of employees can bring lasting benefit to both businesses and the communities in which they operate

= The momentum of the "Employability Needs of Young People with special needs" visit is on-going. Seven months on, the businesses and schools involved are keen to keep up their links and continue dialogue to support the employability of the young people, underpinned by a new Business in the Community programme funded by the RDA to help build partnerships between businesses and special needs schools across the region

**"A Seeing is Believing visit forces you to face the fact that these issues are not someone else's problem. They are our problems and business has an important role in achieving meaningful and lasting social impact."**

**Jamie Martin**, Managing Partner, Wardhadaway

# NORTH WEST

In 2006, senior business leaders from a total of 46 companies attended four Seeing is Believing visits in the North West. The visits centred around issues such as regeneration, education and social inclusion, and proved insightful and inspirational for all the delegates who were involved.

## THIS YEAR THERE WERE VISITS TO

Liverpool

Carlisle

Salford

## LED BY

**John Roberts**, CEO, United Utilities

**Steven Broomhead**, CEO, The North West Regional Development Agency

**Stephen Brodie**, Partner, Brabners Chaffe Street

**David Anderson**, Chief Executive, Co-operative Financial Services

## FOCUSING ON

- Regeneration & Enterprise
- Education
- Regeneration
- Social Inclusion

## ACTIONS SO FAR

= Merseyside Fire and Rescue have agreed to lease an office for one year in Breckfield and North Everton to put a safety officer at the heart of the community

= Merseyside Police invited students on the Harmonize project to perform at their National Race / Hate Crime conference

= Chadwick LLP provided Pro Bono advice on Liverpool Lighthouse's VAT situation

= KKA signed a commercial contract with Energywise to recycle commercial goods through them

= The three year funding of an education development officer from the North West Regional Development Agency



Delegates meet pupils from All Hallows RC Business and Enterprise College, Salford

**"I learned a great deal from the visit and came away from the visit with many contacts and ideas."**

**Barry Blamire**, General Manager,  
John Lewis Trafford

# WEST OF ENGLAND

The West of England region ran three Seeing is Believing visits in 2006 which were held in a number of locations around Bristol, including HMP Bristol in Horfield. The visits were focused on issues such as diversity, education, employability and ex-offenders.

## THIS YEAR THERE WERE VISITS TO Bristol

### LED BY

**Peter Price**, Director of Engineering & Technology  
- Civil Aerospace, Rolls-Royce plc

**Mike Fairey**, Deputy Chief Executive, Lloyds TSB

**Colin Skellett**, Chairman, Wessex Water

### FOCUSING ON

- Education
- Diversity
- Ex-offenders

**“A fantastic day... totally changed my perception of prisons and of ex-offenders.”**

**Kathie Robb**, Personnel Manager,  
John Lewis Partnership

## ACTIONS SO FAR

= Four businesses have developed a relationship with HMP Bristol

= 11 companies are offering to mentor ex-offenders and 12 showed a willingness to employ ex-offenders

= Company outreach programmes with BAME communities have been developed, and links built with employers to engage with these communities at the Job Scene Annual Recruitment Fair

= A Seeing is Believing Network has been established in order to focus activity and learning on the key issues around the region



Bob Smyth of Burges Salmon hears from the Director of 'Silai for Skills' about the challenges facing the black and ethnic minority communities



**'The Prince's Charities' is a group of not-for-profit organisations of which The Prince of Wales is President: 15 of the 17 Charities were founded personally by the Prince.**

The group is the largest multi-cause charitable enterprise in the United Kingdom, raising over £100 million annually. The organisations are active across a broad range of areas including opportunity and enterprise, education, health, the built environment, responsible business, the natural environment and the arts.

The charities reflect the Prince of Wales's long-term and innovative perspective and seek to address areas of previously unmet need.

## **OPPORTUNITY AND ENTERPRISE**

### **The Prince's Trust**

[www.princes-trust.org.uk](http://www.princes-trust.org.uk)

### **The Prince's Scottish Youth Business Trust**

[www.psybt.org.uk](http://www.psybt.org.uk)

### **PRIME**

[www.primeinitiative.org.uk](http://www.primeinitiative.org.uk)

### **PRIME Cymru**

[www.prime-cymru.co.uk](http://www.prime-cymru.co.uk)

## **EDUCATION**

### **The Prince's Drawing School**

[www.princesdrawingschool.org](http://www.princesdrawingschool.org)

### **The Prince's School of Traditional Arts**

[www.princesschooltraditionalarts.org](http://www.princesschooltraditionalarts.org)

### **The Prince's Teaching Institute**

(new website under construction)

## **HEALTH**

### **The Prince's Foundation for Integrated Health**

[www.fih.org.uk](http://www.fih.org.uk)

## **RESPONSIBLE BUSINESS AND THE NATURAL ENVIRONMENT**

### **Business in the Community**

[www.bitc.org.uk](http://www.bitc.org.uk)

### **Scottish Business in the Community**

[www.sbcscot.com](http://www.sbcscot.com)

### **The Prince of Wales International Business Leaders Forum**

[www.iblf.org](http://www.iblf.org)

### **The Prince of Wales's Business and the Environment Programme**

[www.cpi.cam.ac.uk/bep](http://www.cpi.cam.ac.uk/bep)

### **In Kind Direct**

[www.inkinddirect.org](http://www.inkinddirect.org)

## **THE ARTS**

### **Arts & Business**

[www.aandb.org.uk](http://www.aandb.org.uk)

### **The Prince of Wales Arts & Kids Foundation**

[www.artsandkids.org.uk](http://www.artsandkids.org.uk)

Business in the Community would like to thank the following companies for their leadership of the 2006 Seeing is Believing



Business in the

Community

Business in the Community is a unique movement in the UK of over 750 member companies committed to improving their impact on society in the community, environment, marketplace and workplace



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