Responsible Business Awards Dinner & Ceilidh 2016

#BITCScotAwards

Responsible Business Awards Dinner & Ceilidh 2016

BUSINESS IN THE COMMUNITY SCOTLAND
Welcome to the Responsible Business Awards Dinner & Ceilidh 2016

In the year since we last gathered together there has been one consistent question in business, politics and society: are we better to act together, or not? Irrespective of constitutional and political arrangements, businesses like yours continue to work across marketplaces. You recruit and sell your goods and services to communities. Our agenda, bringing business and community together, remains relevant - but how we are doing that is changing. In our 32 year history, many charities and more recently social enterprises have begun delivering excellent programmes in communities. They have been joined by businesses like yours, with your own excellent programmes, some of which we have celebrated tonight.

So now we need to rethink the relationship between business, society and government. We need to pool our collective effort to make the significant changes which are required in our society.

That’s why we are announcing at the 2016 Responsible Business Awards SNAP-RB: our plan to join business and government in a collective action, sharing our resources and intelligence to tackle significant social issues at root cause. Let’s use our collective effort to change the landscape ensuring better business and a better society, for all. You can read more about the plan at www.bitc.org.uk/scotland/snap-rb.

Meantime, I hope that you have enjoyed a night which celebrated the very best of individual businesses, committed to making a difference in their communities. These are inspiring stories which have made a real difference to people’s lives.

Jane Wood
Managing Director, Business in the Community Scotland
Director of External Affairs, Business in the Community

It was my great pleasure to join you at the 2016 Scotland Responsible Business Gala Dinner and Ceilidh. The evening encapsulated perfectly how we convene business, government and the third sector for the collective good in Scotland. Business in the Community Scotland are delighted to recognise all of our worthy award winners. These fantastic companies all demonstrate a strong commitment to responsible business practice, and show us that embedding this culture at every level of the business is simply the right thing to do. We also believe that at Virgin Money, and continue to show that if you do the right thing for customers, colleagues, business partners and your communities, then good business results will surely follow. Business should be a force for good and we wish our award winners every success in the future.

We should rightly feel proud of what we are accomplishing in Scotland, but much more remains to be done to build a fairer and more prosperous society for all. Some children still grow up in poverty. Communities need greater resilience to unexpected events. Our returning service veterans need support to find suitable employment. We must better represent our society in our workforce and boardrooms, and through working together, we must ensure that the result of all our effort amounts to more than the sum of its parts.

It is people who make businesses what they are - they define and represent their culture and values, they set their strategy, priorities and ambitions. The personal commitment of those in the responsible business movement we saw at the Gala Dinner in Edinburgh and across the whole of the Business in the Community Scotland network is palpable, and what drives us all forward.

Thank you all for your continued support, commitment and inspiration.

Jane Wood
Managing Director, Business in the Community Scotland
Director of External Affairs, Business in the Community

Jayne-Anne Gadhia
Chair, Business in the Community Scotland
CEO, Virgin Money

Message from Jayne-Anne Gadhia

It was my great pleasure to join you at the 2016 Scotland Responsible Business Gala Dinner and Ceilidh. The evening encapsulated perfectly how we convene business, government and the third sector for the collective good in Scotland. Business in the Community Scotland are delighted to recognise all of our worthy award winners. These fantastic companies all demonstrate a strong commitment to responsible business practice, and show us that embedding this culture at every level of the business is simply the right thing to do. We also believe that at Virgin Money, and continue to show that if you do the right thing for customers, colleagues, business partners and your communities, then good business results will surely follow. Business should be a force for good and we wish our award winners every success in the future.

We should rightly feel proud of what we are accomplishing in Scotland, but much more remains to be done to build a fairer and more prosperous society for all. Some children still grow up in poverty. Communities need greater resilience to unexpected events. Our returning service veterans need support to find suitable employment. We must better represent our society in our workforce and boardrooms, and through working together, we must ensure that the result of all our effort amounts to more than the sum of its parts.

It is people who make businesses what they are - they define and represent their culture and values, they set their strategy, priorities and ambitions. The personal commitment of those in the responsible business movement we saw at the Gala Dinner in Edinburgh and across the whole of the Business in the Community Scotland network is palpable, and what drives us all forward.

Thank you all for your continued support, commitment and inspiration.

Jayne-Anne Gadhia CBE
Chair, Business in the Community Scotland
CEO, Virgin Money
Inspiring tomorrow’s entrepreneurs to start mini-businesses

Virgin Money is committed to inspiring and supporting the business leaders of the future, even before they enter the business world. One of the ways we do this is through the Virgin Money Make £5 Grow scheme.

Make £5 Grow is an enterprise education programme which aims to give young people aged between 9-11 years old the experience of starting a small business, using a £5 loan from Virgin Money.

It gives pupils an insight into how business works and helps them to build the kind of skills that employers look for – literacy, numeracy, creativity, problem solving and teamwork.

In 2015, 247 schools (including 39 schools in Scotland) and 10,916 pupils participated – taking the total participants to 22,818 since launch.

Virgin Money lends the schools £5 for each pupil involved and then it is down to the pupils to come up with a business idea and make it happen, with the support of a dedicated Virgin Money Ambassador.

The schools give pupils time and support to set up mini-businesses using this loan. It is fun and exciting – and sometimes pretty challenging too – as the children work out what their business will do and how it will attract customers, before getting going on creating products or services they can sell to make a profit.

And the school gets to keep any profit made once the original loan has been paid back. Everyone is better off!
Panel Judging

The 2016

Chair: Jane Wood

Jane Wood is the Managing Director of Business in the Community Scotland and Director of External Affairs at Business in the Community. An experienced and high level strategist and communicator, Jane has worked with both national and local governments on developing public/private sector partnerships in the areas of regeneration, community asset management, retail-led regeneration and corporate responsibility.

Jane sits on the Scottish Government’s Child Poverty Ministerial Advisory Group and Early Intervention Task Group, and is currently a member of the IOD Scotland Committee and the First Ministerial Advisory Group.

She is a member of the IOD Scotland Committee and the First Ministerial Advisory Group, and is currently a member of the IOD Scotland Committee and the First Ministerial Advisory Group.

Jane has worked with Children of Songea Trust, a charity he co-founded that has educated and cared for hundreds of orphaned and vulnerable children in Tanzania.

Chair: Neil Mathers

Neil Mathers is Save the Children’s Head of Scotland and leads the charity’s work on tackling child poverty, delivering innovative programmes and campaigning both in Scotland and around the world. He has over twenty years leading efforts at local and national level.

Neil has served on the boards of voluntary organisations including Befriending Networks Scotland, and is currently Board Director of One Parent Families Scotland and Chairperson of Children of Songea Trust, a charity he co-founded that has educated and cared for hundreds of orphaned and vulnerable children in Tanzania.

Chair: Richard Mason

Richard Mason is Head of Corporate Social Responsibility and Community at Asda and has managed significant corporate responsibility projects and programmes both in the UK and internationally. A keen interest in how businesses interact with communities and the environment led to his development of Asda’s market-leading partnership with FareShare to redistribute surplus food to good causes.

He also leads Asda’s multi-award-winning Community Life programme, delivered across the UK, which aims to make the communities around Asda stores better places to live in. Most recently Richard has developed an innovative new corporate responsibility strategy for the business centred on social investment and support for social enterprises.

Chair: Richard Mason

Richard Mason is Head of Corporate Social Responsibility and Community at Asda and has managed significant corporate responsibility projects and programmes both in the UK and internationally. A keen interest in how businesses interact with communities and the environment led to his development of Asda’s market-leading partnership with FareShare to redistribute surplus food to good causes.

He also leads Asda’s multi-award-winning Community Life programme, delivered across the UK, which aims to make the communities around Asda stores better places to live in. Most recently Richard has developed an innovative new corporate responsibility strategy for the business centred on social investment and support for social enterprises.

Chair: Professor Susan Deacon

Professor Susan Deacon is Associate Director for Scotland with the Scottish Government’s Child Poverty Ministerial Advisory Group and Early Intervention Task Group, and is currently a member of the IOD Scotland Committee and the First Ministerial Advisory Group.

She has extensive experience of building cross-sectoral partnerships and collaborative leadership and is an adviser to a number of organisations on leadership and strategic change.

Susan is also Chair of the Institute of Directors Scotland, a non-executive Director of several companies and has served on the Boards of a number of charitable organisations.

A former MSP and Scottish Government Minister, her earlier career was in local government, management consultancy and higher education.
A family-owned business since 1957, Enterprise Rent-A-Car is the largest car hire company worldwide with a turnover of £18.1 billion. Founder Jack Taylor’s belief in building a company which looks after its customers, communities and employees is an ethos which continues to this day.

In the UK, Enterprise operates almost 100,000 vehicles through a network of 420 branches. In Scotland, over 300 employees work across 40 locations with the Head Office based in Stirling.

The Taylor family, who still own Enterprise, encourage each country to run the business autonomously so that the needs of each market and community can be addressed. Responsible business activities, incorporating budgets and resources, are thus decentralised and locally focused.

A supporter of over twenty charities each year, the company is a worthy winner of our Large Company of the Year, having been at the forefront of responsible business for over sixty years yet constantly adapting to the marketplace and community it serves. Enterprise undertakes a huge range of responsible business activities, from those with an environmental focus through to good guidance locally and internationally, as well as a commitment to a diverse workforce.

Examples of Enterprise’s diverse responsible business practice in Scotland where the judges particularly commended include the company’s approach to upskilling the workforce and identifying talent from diverse backgrounds. Due to their “promotion from within” strategy most senior managers have only worked with Enterprise, however the company allows employees to gain vital and valuable experience of working with different companies and organisations and sharing best practice. The company is also one of the largest graduate employers in Scotland and continues to attract the best talent.

Enterprise Rent-A-Car UK clinched the Award having clearly demonstrated a very diverse, well-rounded and practical approach to responsible business that is embedded in their operations.
Making a real difference: BITC’s UK impact

- We have placed 170 Business Connectors from 43 organisations into 93 communities leveraging a total of £22.5M since the scheme began
- We had 24,457 responses to the largest survey on race at work ever to be undertaken in the UK
- 422 people gave 2,954 volunteering hours through BITC Scotland in just one week for Give and Gain Day 2016
- Through our schools programme in 2014/15, 23,374 business volunteers gave 19,000 days to support pupils across the UK
- More than 3,500 people have found a job thanks to our Ready for Work programme
- Convening leaders to deliver impact at scale

Working with communities

164 schools partnered with business through Business Class since it began, providing an essential introduction for pupils to the world of work

Convening leaders

94.1% of businesses involved in Scotland’s Food for Thought schools programme believe that the opportunity enhances their brand reputation.

Across our range of community programmes, 207,479 hours of employee volunteering were given in 2014/15
The UK Responsible Business Awards Finalists

Asda Environmental Leadership Award
This award will recognise those that are growing their business value through better resource management, valuing nature and/or tackling climate change.

Elan Hair Design
Based in Inverurie, Elan has been targeting two key environmental issues: waste management and carbon production since 2012. And the benefits have been significant.

It’s been good for the environment
• Elan Hair Design now runs on 100% renewable energy and has cut water consumption by 82%
• The business has cut its carbon emissions by 94% and reduced the amount of waste it diverts to landfill by 95%.

And it’s also good for business
• Elan has seen a consistent rise in customer numbers since the completion of the first phase of its project in 2012
• The company has been nominated for more than 10 awards and won 21, in recognition of its contribution to a more sustainable society - including Scottish Business in the Community’s 2015 Environmental Leadership Award.

The winners of the BITC UK Responsible Business Awards will be announced at the Annual Responsible Business Gala, at the O2 on 11 July 2016.

We are delighted to celebrate the success of two Scottish finalists and wish you the very best of luck!

find out more at: www.bitc.org.uk/awardstories

The Education Award

The Education award seeks to recognise UK school-business programmes that endeavour to prevent social background predicting a young person’s success at school and beyond.

Glasgow Caledonian University – the Caledonian Club
• 11,000 students from some of Glasgow’s most deprived areas have had their aspirations boosted and prospects improved thanks to Glasgow Caledonian University’s Caledonian Club project.

It’s good for society
• The Caledonian Club has raised the aspirations of over 11,000 pupils and 1000 parents/carers in 15 schools in some of Glasgow’s most deprived areas
• The average progression rates into higher education of participants increased following the programme from 14.4% in 2007/08 to 27.8% in 2014/15.

And it’s good for business
• Caledonian Club has attracted almost £1 million in philanthropic and business investment to support expansion and innovation
• The project benefits students, who act as mentors on the programme, enhancing their employability skills and CVs.

find out more at: www.bitc.org.uk/awardstories
Established in 1993, Rabbie’s is an award-winning small group tour company operating in the UK and Ireland in fuel-efficient, 16 seat mini-coaches with driver/guides.

Reducing the company’s carbon footprint is key and Rabbie’s has created a classic model of sustainable tourism with its “small is beautiful” philosophy. Despite the company’s impressive growth figures – sales growth of approximately 20% in 2015, aiming to increase a further 30% in 2016 - this will never change. Rabbie’s believe that this business model is as important to potential customers as it is to existing ones who heap praise on their experiences.

Small group numbers have immediate benefits to the environment and broader community - Rabbie’s book passengers into small, locally-owned accommodation providers and encourage them to support local restaurants and businesses as well as visit sites of environmental interest. In 2015 Rabbie’s booked accommodation for 16,866 passengers, which converts to an economic value of £1.3 million for UK communities.

The company has also established a café and is developing operations aligned with Rabbie’s responsible business framework, amended to fit within the hospitality industry. Partnerships include local produce suppliers Ochil Foods, our 2015 SME of the Year winner Vegware, Union of Genius and Dear Green Coffee.

Rabbie’s has a plethora of ways of reducing its carbon footprint and supporting local companies and groups, dispersing tourism away from what it perceives as ‘hot spots’ such as Skye and Loch Ness to less visited areas - always with the core values of sustainability in mind.

The judges were impressed with Rabbie’s continued, holistic, ingrained approach to responsible business. The company has a keen eye on its staff, rewarding and incentivising, and seeks to push the boundaries of what SMEs can achieve when they develop and foster collaborations with like-minded companies. Rabbie’s is a deserved winner.
Business in the Community’s Business Emergency Resilience Group (BERG) reacted quickly to the devastating flooding across Scotland, supporting businesses affected.

Volunteer Quotes

Louise Sloan, Lloyds Banking Group:

"All of us really enjoyed our Volunteering Day at Tollcross Primary School. We completed a large mural along one wall of the school playground, which transformed a drab brick wall into a brightly coloured land and sea scape. It was good fun for us to get involved in something completely different and it was great to get such positive reactions from the staff and children on the day too."

Derek Walker, Clydesdale Bank:

"Everyone enjoyed the day and the difference this will make for the school kids is unbelievable. The team-working was excellent and we all left feeling proud of our efforts and happy that we have been part of creating a space that the school can use in the future!"

Lauren Docherty, Principal Teacher, St. Cuthbert’s Primary, Edinburgh:

"Staff commented on how well organised and engaging the workshop was for the children and that it has given them lots of ideas of things they could do with the children in the future. Pupils were able to tell me all about what they had done, how they had negotiated and most importantly how many chocolate coins they got. It would be fantastic to work with you again in the future should any opportunities arise."

Making a real difference: BITC’s UK impact
LifeScan Scotland was created in 2001 when Johnson & Johnson (J&J) acquired the UK assets of Inverness Medical Ltd to design and manufacture glucose test strips, and design electronic meters for the global diabetes market.

The company is a committed supporter of building community partnerships with a focus on allowing employee volunteering without limitation, especially for those not based in an office. The community strategy is centred on three pillars of support: Community Investment, Employee Volunteering and Education Programmes and each of these pillars ties into the company’s ‘Our Credo’, a deeply held set of values that have guided Johnson & Johnson as a responsible business for over 60 years.

The community strategy aims to bring shared social and business value to their community relations work through focus, metrics, partnership-working and employee involvement. Key stats from 2015 demonstrate major successes in LifeScan Scotland’s volunteering programmes, with 490 employees (a hugely impressive 44% of its workforce) taking part in an employee volunteering programme.

In 2015 the company’s STEM Ambassador programme helped to support the Scottish Government’s education strategy “Developing the Young Workforce - Scotland’s Youth Employment Strategy”; Employees took part in 75 activities and worked with 3,093 young people. LifeScan Scotland’s Community Teambuilding programme involved 25 local charities and community groups with employees volunteering 4,582 hours, or 191 days, worth of support to local community maintenance projects.

Key personnel included the manufacturing workforce, the largest population on-site, who felt more included and this positive uptake of volunteering has also increased the culture of collaboration between departments.

The judges felt that the volunteering in education programmes, which have resulted in the emergence of a local engineering talent pipeline that benefits both the local people and the wider community, was of particular merit.
Volunteering Team of the Year
Our 2016 Winner

A team of nine enthusiastic volunteers all working in the Business Change department, our Volunteering Team of the Year were focused on skill sharing and utilising their skills around change management to support the small charity PEEK - Possibilities for Each & Every Kid - a former winner of Clydesdale Bank's Spirit of the Community Awards in 2014.

PEEK is a community-led charity that has been operating in the North and East of Glasgow for 15 years. The area it covers faces significant socio-economic challenges, including low levels of educational attainment, high levels of unemployment and issues of poor health and extreme poverty. PEEK offers activities including street play, holiday clubs, theatre clubs, arts awards and weekend drop-in session for children and families.

By volunteering their skills and enthusiasm, the dedicated team were able to make an immediate difference to the charity's operations across the key areas of Risks and Issue Management, Marketing, and Financial and Operational Processes. A strong and close-knit team, they were able to integrate seamlessly into PEEK, introducing improved systems and processes, more rigorous governance and new ideas of working. As a result, PEEK's operations became more streamlined and efficient, ultimately giving the charity staff more time to focus on their crucial community work to improve the lives of vulnerable children and young people in the communities they serve. With the team's input, PEEK has been developing its branding, website and social media strategy as well.

For the volunteers this was a chance to step out of their comfort zones and better understand the challenges facing a small charity. There was both personal and professional development, such as increasing confidence, improving communication skills and team-building. Our judges felt Clydesdale Bank truly merited an Award for team volunteering at its very best.

Employee Volunteer of the Year
Our 2016 Winner

Douglas A. Peacock is a hard-working and highly motivated individual with a strong personal presence & a tireless appetite for volunteering. The range and depth of volunteering activities Douglas participates in made his application shine. Douglas founded North Kelvin Meadow, a registered charity which has transformed 1.4 hectares of an inner city for the benefit of the community, especially young children. Douglas has even found the time and energy to manage a volunteer maintenance crew on the project. As a result, 23 schools and many nurseries now use this land.

From North Kelvin to South Africa; Douglas spent three months' unpaid leave to look after five wild rhinos at risk of being killed by poachers, such is the scope of his volunteering activities, and has supported the tree planting project ‘Trees for Life’ whose purpose is to recreate the Caledonian Forest. Douglas has also offered his valued experience with the Woodland Trust Scotland (WTS) Advisory Group to help shape WTS’s impact on Scotland’s woodland and its benefits to people. Douglas has been supported in his volunteering by Clydesdale Bank’s focus on growing its community activities. Douglas has been involved in their projects as diverse as litter picking, painting schools, packaging Christmas presents for the elderly and creating a sensory garden for a nursery school.

Along with developing his own confidence and skills, for example in establishing and then running a charity, thanks to North Kelvin Meadow, children in deprived areas now have decent play areas and others have been inspired to create more child-focused charities and groups to improve communities. His personal drive to inspire others to take care of the environment is an inspiration to volunteers, as well as his colleagues and employer.
Michelin has been an employer and familiar name amongst Dundonians since opening in 1972. Currently producing 23,000 tyres every day - predominantly for the European market but also going to India, China and the Americas - the company is now investing in the Dundee plant, building a new production line and warehouse.

The company realises it needs an educated and progressive local workforce to be successful in the city, to raise aspirations and to impact on people’s quality of life. The city needs progressive employers to turn around some of the bleak poverty statistics and this has been Michelin’s focus in tackling educational inequality as part of a sustainable development strategy.

All of Michelin’s programmes aim to increase an individual’s core skills, confidence and opportunities. This is good for the business, local community and individuals. Examples include a partnership with local secondary Braeview Academy, which shares a catchment area with the factory. Many employees are ex-pupils or have children at the school. Around 50 volunteers provide support and practical help for pupils to gain employment in the future through initiatives such as Paired Reading, Paired Numbers, Pupil Mentoring, Work Experience at S4 and Work Shadow for S5 & S6.

Along with an apprenticeship programme, the company also prides itself in its self-awareness programme which allows individuals to strengthen their competencies – for example, allowing people who may not have flourished at school to be successful in their own right. The company supports this individual development and the local community in turn has very low staff turnover rates of 4% and positive and competitive recruitment uptake.

Worthy winners of this Award, Michelin has a multifaceted approach to employability that is centred around enhancing skills to create opportunities for all in the community.
Environmental Leadership
Finalists

Led by Kirsty Maguire, Kirsty Maguire Architect Ltd (KMA) is a company with environmental design at the heart of its work and ethos. The company seeks to influence and inspire both locally and globally through demonstrating the interdependency of design-led work and environmental responsibility in creating good design.

KMA has a proven track record having worked on projects across the world and inspired others through speaking at international events and exhibitions. Addressing key construction issues such as developing low energy buildings, helping cut fuel poverty, and reducing the industry’s levels of pollution, KMA has put into practice good design, as well as providing training and engagement with government policy makers. Kirsty acts as a specialist advisor to government in the UK and internationally and her vision and practice allows KMA to act as a leader to inspire others in the industry and beyond, proving that solutions are not only possible in theory but achievable at scale.

As a direct consequence of KMA’s approach to design, the company has grown in stature and reputation. Kirsty is a United Nations Development Programme “International Expert” in low energy, low carbon and innovative design. As well as her speaking engagements she has featured in various publications and inputted into numerous reports and research papers.

KMA is a true environmental leader and Kirsty is passionate about creating high performance and beautiful buildings, developing skills in the industry, using the products and services of local environmental supply chain members, working to reduce the skills gap for delivering high quality low energy buildings, promoting environmental ethics, seeking to influence policy makers and developing sustainability across the industry and beyond. Leading by example through the designs she creates and the training and public presentations she delivers, KMA stood out from the pack and is a deserved winner in this inspirational category.

Environmental Leadership
Our 2016 Winner

Our 2016 Winner

Led by Kirsty Maguire, Kirsty Maguire Architect Ltd (KMA) is a company with environmental design at the heart of its work and ethos. The company seeks to influence and inspire both locally and globally through demonstrating the interdependency of design-led work and environmental responsibility in creating good design.

KMA has a proven track record having worked on projects across the world and inspired others through speaking at international events and exhibitions. Addressing key construction issues such as developing low energy buildings, helping cut fuel poverty, and reducing the industry’s levels of pollution, KMA has put into practice good design, as well as providing training and engagement with government policy makers. Kirsty acts as a specialist advisor to government in the UK and internationally and her vision and practice allows KMA to act as a leader to inspire others in the industry and beyond, proving that solutions are not only possible in theory but achievable at scale.

As a direct consequence of KMA’s approach to design, the company has grown in stature and reputation. Kirsty is a United Nations Development Programme “International Expert” in low energy, low carbon and innovative design. As well as her speaking engagements she has featured in various publications and inputted into numerous reports and research papers.

KMA is a true environmental leader and Kirsty is passionate about creating high performance and beautiful buildings, developing skills in the industry, using the products and services of local environmental supply chain members, working to reduce the skills gap for delivering high quality low energy buildings, promoting environmental ethics, seeking to influence policy makers and developing sustainability across the industry and beyond. Leading by example through the designs she creates and the training and public presentations she delivers, KMA stood out from the pack and is a deserved winner in this inspirational category.
SNAP-RB:
A plan for responsible business in Scotland.
Created by business, with government
- for the benefit of all in society.

www.bitc.org.uk/scotland/snap-rb
Scotland Gala Event sponsored by:

Responsible Business Gala Series
In partnership with:

#BITCScotAwards

#BITCScotAwards

Scottish charity SC046226