

Business Connectors

Creating a culture of collaboration across communities

The Business Connectors programme aims to change the culture of how business and communities work together to tackle social issues in their local neighbourhood. Supported by Big Lottery Business Connectors are talented individuals seconded from both public and private sector organisations, trained by Business in the Community and placed in local communities of greatest need. They bring together local businesses and community organisations to create mutually beneficial partnerships which improve the lives of people in the area.



As the programme grows from strength to strength, it has leveraged more than £37 million, igniting support in local communities of greatest need.

How it works

Secondment Models are flexible depending on the resources available to your organisation. In the past, we have supported full time, part time and job share contracts that have been anywhere from 6 months to 3 years long. Some organisations have seconded in a range of locations, while others want to build networks in one; seconding multiple Business Connectors there over time.

The Business Connector Recruitment Team are here to help you every step of the way and because the programme is funded by the Big Lottery, the cost to your organization just is the salary of your Secondee and their expenses, mobile and a laptop! The secondment can be funded from a range of sources depending on which area of your organisation you see benefiting most from this opportunity. Some ideas are;

- Community Investment / CR budgets
- HR, Training & Development budgets
- An alternative to outplacement support where applicable
- Market research, outreach and marketing budgets
- Budget in the next financial year in order to forward plan commitment to the programme
- Consortium funding with your supply chain or other interested in a particular location.

The opportunity can meet HR challenges in four main ways:

1. Developing future leaders by giving them the experience to challenge their skills in an alien environment and ultimately bringing valuable insights back into the business ensuring your products remain relevant.
2. Re-energize current employees by getting them out into the community and using their skills in a new way
3. Begin a succession plan for a long serving colleague by enabling them to explore opportunities outside of the office while you train their team in the role they leave behind
4. Retain talented staff during a restructure by developing their skills in a new environment while you develop the role perfect from them in house.

Whoever you decide to second and however you decide to do it, we have a wealth of experience and knowledge to ensure their Business Connector experience meets their current career needs.

Why join us?

There are a range of reasons why organisations have decided to support the Business Connector Programme;

1. Enhancing trust and reputation among employees, customers and key stakeholders at both a national and local level
2. Developing talent through the ultimate Experiential Learning experience
3. Building networks where you work and operate to support ongoing business strategy
4. Expanding current community engagement and employee volunteering initiatives by finding new local partners that can help you tackle the real issues facing our most vulnerable communities
5. Market intelligence and understanding to help develop new products, services and your local community investment strategy - ensuring you are a leader in your sector.
6. A visible and practical way for your organisations to deliver social value commitments in a location of commercial interest.

If you are interested in exploring how the Business Connector Programme can work for you, then get in touch with our Recruitment Team

“Quite often it is the small process of understanding needs and looking at what companies can offer and linking them up that can make large differences to both parties, often on a long term basis. And just as often, as we have seen in Waitrose, it is the business that benefits as much as the community.”

Helen Hyde, Personnel Director at Waitrose

“My job, my ambition, outlook and vision of the future are all different, as a direct result of my experiences as a Business Connector. After 26 years in the banking industry, I now invest my time differently, have greater self-awareness and a strong desire to work to my strengths.”

Mark Bridges, Business Connector, Lloyds Banking Group

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