



## Responsible Business Awards 2020 - Guidance Information

### Connected Places Award



This award recognises businesses that address long-term social, economic and environmental needs of communities that are important to them. These businesses work collaboratively with other organisations across the public, private and social sectors to create resilient, thriving communities.

Successful entrants will be able to demonstrate:

- A long-term commitment to collaborating with multiple cross-sector partners to play an active part in the social, economic and/or environmental regeneration and resilience of local communities and with these partners, co-designing long-term responses to local challenges that have a lasting, positive impact.





## Key dates for your calendar

Date	Awards Milestones
27 November 2019	Open for entries
21 February 2019 (17:00 GMT)	Entry deadline
w/c 30 March 2020	Results revealed to all applicants by email
12-14 May 2020	Judging panels for award finalists in London
Summer 2020	Awards celebration event London



## Category Details

A place-based approach is not a set of instructions but rather a style and philosophy of approach, that aims to drive more holistic and collaborative solutions to social issues at the local level (Association of Charitable Foundations).

To be recognised as a winner in this category, means that business engage with others in their community to co-design long-term responses to local challenges, and that their efforts in terms of scale and longevity, have had a lasting positive impact on some of the key issues in places that are important to them.

A healthy community is one in which there are no barriers to opportunity, individuals' prospects and progression are independent of their personal characteristics, background and circumstances, and they are able to live safely, free from abuse and neglect. These are supported by strong financial, physical and natural resources, and strong connections between people. The UK economy depends on towns and cities harnessing the potential of everyone who lives in them. Our towns and cities have always been at the heart of economic development and the creation of prosperity, whether as marketplaces or as centres of enterprise, knowledge, culture, learning and innovation. As industry and business has evolved and technology has advanced, many communities have been left behind and the gap between business leaders, businesses and society has widened.

For example:

- According to the Department for Work and Pensions, work does not provide a guaranteed route out of poverty in the UK. 70 per cent of children growing up in poverty live in a household where at least one person works.<sup>1</sup>
- The face of local communities is changing rapidly, with vacancy rates continuing to rise, reaching their highest level since the end of 2014 according to the Local Data Company.

Coupled with this, there is an increasing lack of trust amongst the British public of the four key institutions that shape our society; business, government, non-profit sector and media. The 2019 Edelman Trust Barometer highlights that in the UK:

- Nearly half of respondents feel that their standard of living will get worse over the next year
- 52% of people believe that the way business works today is not good for British society
- 59% of people say that the government in the UK does not listen to people like them

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<sup>1</sup> (Households Below Average Income, Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2017/18, Table 4.6ts. **Department for Work and Pensions, 2019**)



## Eligibility

The Connected Places Award is open to businesses that have an impact on UK communities, working collaboratively with other organisations from across the public, private and social sectors.

We welcome applications from a business representing a collaborative partnership in a place.

- Any size of business can enter this category and judges will have the option of awarding a small business winner alongside a large company winner. The scale of a business will be taken into consideration and assessed against the criteria. Businesses are not scored against each other.
- We recognise that due to the nature of community initiatives/strategies, the impacts realised tend to be long-term and can be difficult to evidence in the early years. Accordingly, we recommend that applicants entering this award have at least a one-year track record of measuring the benefits for both the community and the business. Initiative/strategies with a shorter track record may still apply but an inability to evidence longer-term impacts may make them less competitive against other entries.

## Assessment Criteria

Successful applicants will need to:

- Demonstrate effective collaboration with and draw on the collective knowledge of the private, public and social sectors – including charities/community organisations, local residents, local authorities and others – to understand and identify the needs of a community and the specific issues in a geographic location (a ward, borough or town)
- Demonstrate effective collaboration with private, public and social sectors to co-design and implement responses to the needs identified, supported by a clear governance and management structure
- Have positive social/environmental and business outcomes, underpinned by clear goals that define success and metrics for assessing progress
- Have supported long-term impactful investment in sustainable local infrastructure, which might include social or physical infrastructure
- Demonstrate how the activity enables community organisations to grow and increase their impact
- Demonstrate how the approach could be customised for us in other places.
- Have a clear business case for their work, and how this has been taken forward through effective leadership
- Demonstrate the practical actions they have taken to address the issues, and the scale and significance of the impact of their programme/approach both on employees/community/environment and on their business

## Deadline

17:00 GMT on Friday 21 February 2020

Entries received after this time will not be processed.





## Contact Details

For more details about the category, please contact the Place Team on [place@bitc.org.uk](mailto:place@bitc.org.uk).

For any technical issues and other awards related queries, please contact [awards@bitc.org.uk](mailto:awards@bitc.org.uk)

## Guidance on Completing Assessed Section 2

### What is the overall purpose of the initiative or strategy? (400 words max)

Here assessors will be looking for an understanding of:

Overall purpose and objectives:

- Explain the choice of location (town, city, local community etc.) for your initiative or strategy. How has this location been selected and how does it link back to your business strategy/objectives?
- Key communities: who are the key communities that you are supporting and how were they identified and listened to?
- How have you identified the needs, challenges and risks in the local community and what is the change you want to make as a result (this may include a range of business, environmental/societal benefits). Clear purpose and objectives should be provided.
- Taking a collaborative approach: who are you working with to achieve this? How do the activities that you are undertaking address the social, economic, or environmental issue(s) that you have identified.

Business case:

- Why the issue and location you are dealing with is relevant to and will benefit your business.
- How the approach aligns with the core aims and values of the business.

Which of the Sustainable Development Goals does your initiative or strategy address or is most relevant to, and how?

### How have you engaged people in your chosen location (both within your business and in the local community) to understand the needs and opportunities of the community? (350 words max)

Here assessors will be looking for evidence of how you ensure different people have been engaged with to understand the needs and opportunities in the local communities and to co-design the response. You should consider any group that could be affected by or contribute to the priorities that you have identified. This should include people from within your business (internal stakeholders) and the local community (external communities).

How have you engaged a range of key stakeholders from across the business, public, community/voluntary



sectors in understanding needs/opportunities and throughout the design and implementation of the strategy?

How are you continuing to collaborate with these partners to review and develop your strategy/initiative?

Here is a non-exhaustive list of the types of key stakeholders you could include:

External stakeholders:

- Community groups/charities: how do you engage with local community representatives to understand the needs and priorities of local residents and members of the community? What consultations have you undertaken, and how are you working in partnership to deliver change, maintaining an on-going dialogue to continuously review and refine your approach?
- Schools/education institutions: how are you incorporating the views of young people into your approach to ensure that you are understanding all relevant local issues?
- Local government/public sector: how have you engaged representatives from the local authority, including local government officers, elected representatives and other public bodies such as health authorities or clinical commissioning groups? How are you ensuring that their knowledge and perspectives are incorporated into your understanding of community issues?
- Other businesses: how are you engaging with other local businesses to understand the needs of all community stakeholders as well as business appetite and challenges? What networks have you accessed, and what dialogue are you undertaking with representatives from businesses from all sizes?

Internal stakeholders:

- Employees: how do you ensure your employees, no matter what their position within your organisation, are engaged and providing knowledge and insight? For example, how are you capturing and incorporating learnings from your employee volunteering to help understand key issues?
- Senior management: how is senior management of your business directly involved and how do they act as advocates?

### **How do you work collaboratively to deliver this initiative or strategy? (350 words max)**

Here assessors will be looking for evidence of a holistic and collaborative approach with a network of multiple partners to achieve your outcomes. For example, that you work in partnership with community organisations, the public sector, local residents and/or other businesses to deliver your initiative/strategy. Please provide details on:

- How are you working collaboratively with organisations from other sectors to agree and implement your strategy/approach?
- Who you have established partnerships with and why (charities, public sector agencies, other networks, businesses) to deliver the initiative or strategy, building on all of your core skills and knowledge;
- How do you work with multiple partners to shape and/or plan the initiative or strategy? Are there objectives, measures for success and timescales agreed with partners?

- The specific role the company plays in relation to partners and how you manage these relationships.
- Is there a continuous plan of engagement and involvement with partners to review and refine your approach as you go?
- Who you have established partnerships with and why (charities, public sector agencies, other networks, businesses) to deliver the initiative or strategy, building on all of your core skills and knowledge.
- How do you work with multiple partners to shape and/or plan the initiative or strategy? Are there objectives, measures for success and timescales agreed with partners?
- The specific role the company plays in relation to partners and how you manage these relationships.
- Is there a continuous plan of engagement and involvement with partners to review and refine your approach as you go?

### **How is your initiative or strategy managed? (200 words max)**

We want to know how you manage the initiative or strategy, who is involved and how they are involved. You might want to consider:

- Who is involved internally?
- Who is involved externally?
- How are you working collaboratively to take decisions, and how do you ensure that all partners are included in the process?
- How do you ensure that the initiative or strategy is effectively managed and that objectives are met? For example, have you implemented new processes, employed new staff or have a committee convened to monitor and evaluate performance?
- How does the investment in this initiative or strategy relate to your business' wider CR activities? For example, what proportion of overall investment does it form?

### **How do you monitor the initiative or strategy's impact and performance, and understand how it could be customised for use in other places? (300 words max)**

Please describe the monitoring process in place to review the implementation of your initiative or strategy. Please also comment on how you ensure that the intended benefits to both the business and the community are being delivered, making the community more resilient and addressing key needs identified, and if not, how does your monitoring process help to identify problem areas to refocus effort and reallocate resources as required.

Based on your learning, set out how you are able to scale and/or customise your initiative/strategy to operate in other places, in a way that addresses their specific needs. Please include key learnings from any pilot(s) that were run.

To help answer this question you might like to consider the following:

- Has the initiative/strategy been piloted? If so please highlight what went well, what barriers presented themselves and what adjustments were made to the initiative/strategy as a result
- What are the targets and performance indicators that help you track if you are achieving the business and community objectives set?
- Is there a periodic systematic monitoring of the initiative/strategy?
- How do you collect data or track the performance indicators?
- How do you report internally and/or externally?
- What happens if you don't meet your targets?
- How do you take action to ensure continuous improvement? Is there a continuous learning approach in place through using past experiences?
- In relation to your partners, please highlight your business' role in monitoring, measurement and evaluation, in addition to that of other organisations that you work with, if appropriate.
- Building on your learning, how have you been able to scale and/or customise the initiative/strategy in other places in a way that addresses their specific needs?

### **What are the social, economic and/or environmental outputs, outcomes and impacts of the initiative or strategy? (500 words max)**

Please describe how the initiative or strategy has built resilience and achieved positive impacts on communities and how your intervention is making a difference. Provide evidence of outputs and impacts - a balance of quantitative (numbers, figures etc.) and qualitative (comments, feedback etc.) information.

#### **Outputs: what happened?**

- The direct and immediate activity resulting from the contributions made (activities delivered, numbers reached, funds raised and other related results).

#### **Outcomes and Impacts: what changed as a result of your work?**

- How has this made a difference to society? The changes that happen to individuals and organisations, in the short and/or longer-term, as a result of the activity (e.g. goal-level changes in people/organisation's assets, capabilities, opportunities, and standards of living).
- How is this contributing to the development of sustainable local infrastructure to address the issues identified?
- How do you support small businesses and community organisations to grow and build their resilience, and increase their impact? (e.g. improve their internal operations to more offer more effective or greater levels of support to their beneficiaries)

So that the assessors can really understand how your activities have made a difference, you may want to consider the following:

- **The direct outcomes and impacts of your initiative or strategy.** Please include any numerical and anecdotal information relating to the specific KPIs you have established for the initiative or strategy. For example, the numbers of people who have participated in your programme and the outcome of their involvement (e.g. supporting over 7,500 households in fuel poverty to reduce energy



spending on average by £235, enabling some to clear debts of over £3,000).

- **The indirect outcomes and impacts of your initiative or strategy.** If there are outcomes that your initiative or strategy has been able to influence but that you are not solely responsible for (e.g. one off activities that could have influenced wellbeing or capabilities of individuals, other activity commissioned by you but carried out by others, etc.)
- **Direct or spin-off impacts.** For instance, training and development opportunities or the ability of a community to access additional funding or in-kind resources (and therefore support more individuals) because of your engagement and support.
- **Any additional resources leveraged as a result of this initiative or strategy.**
- **Raising the capacity/capabilities of others to create a positive impact on society and/or raising public awareness of and engagement in the social issue you are seeking to address.** Are you engaged in lobbying to change policy and practice to make it easier for other businesses to engage in related community initiative or strategy?

### What are the business benefits of this initiative or strategy? (500 words max)

This section looks at the benefits that your business' approach to addressing the issue you have chosen brings back into your business. Please provide evidence – balance of quantitative (numbers, figures etc.) and qualitative (comments, feedback etc.) – of measurable impacts.

Possible benefits could include:

- Bottom line returns – financial savings, increased turnover or sales or calculated Return on Investment. The most important thing in this section is being able to demonstrate a direct link between benefits in this area and the initiative or strategy.
- Impacts on recruitment, retention, motivation and skills of staff and if relevant the financial impact of these benefits. Evidence could include results of a staff survey demonstrating that your staff are more committed to the business as a result of the initiative or strategy.
- Increased positive perceptions and reputation of the business amongst all different stakeholders. This could be evidenced through employee engagement data, customer surveys, positive media pieces about your business referencing your responsible business credentials, statements from suppliers, investors etc.
- New markets, products or clients/customers arising due to interest in your approach. Has your initiative or strategy led directly to new markets, development of new products or to new clients?
- Strengthened supply chain.
- Cross departmental collaboration and communication. For instance, have you taken what you have learnt from one part of the business and applied it in another area?

Do you get coverage in the media? If so, please provide evidence.

## Uploading supporting files

Total files uploaded must not exceed 30MB. BITC reserves the right to only process content below the maximum file size for assessment.

At the end of the awards questions there is a file upload option. You can upload multiple supporting files if





the documents are compressed into a zip. file before uploading.

### How to zip multiple files for this Qualtrics process:

1. Select all the files you want to zip together by holding the CTRL key and clicking on each one.
2. Right click and select 'Send to' from the menu that appears.
3. Select 'Compressed (zipped) Folder' from the secondary menu.
4. This will create a new Zipped Folder, which will show up as a new icon.
5. Please name the folder using this structure: COMPANY NAME Awards submission 2020
6. Navigate to the file upload question in the survey and click anywhere in the grey box (see screenshot below). This will open a dialogue box where you can navigate to the relevant zip file, select the file and click open. Your supporting documents and images will then be uploaded

**Please note: All logos should be supplied as hi res eps, png, .ai or svg. Images should be hi res, above 2mb**





The Prince's  
Responsible  
Business Network



**Royal Founding Patron:** HRH The Prince of Wales  
**Chairman:** Jeremy Darroch  
**Chief Executive:** Amanda Mackenzie OBE

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