

# Business in the Community

Business in the Community's purpose is to promote corporate social involvement and to help businesses to contribute to the health of the community. The emphasis is on local action in areas where individual firms operate.

BIC is a unique partnership of business enterprises, central and local government, chambers of commerce, the trade union movement and voluntary, professional and educational organisations. Its members can support its work in several ways – by contributing financially, by seconding staff to BIC and local partnerships, by encouraging their employees to join in local activities and by becoming involved with a wide range of pilot schemes, partnerships and other initiatives.

A senior member of each organisation joining BIC is invited to join its governing council and a Board of Directors, drawn from member companies, is responsible for strategy.

Membership details from Sarah Darling. Scotland has an independent but associated organisation, Scottish Business in the Community.



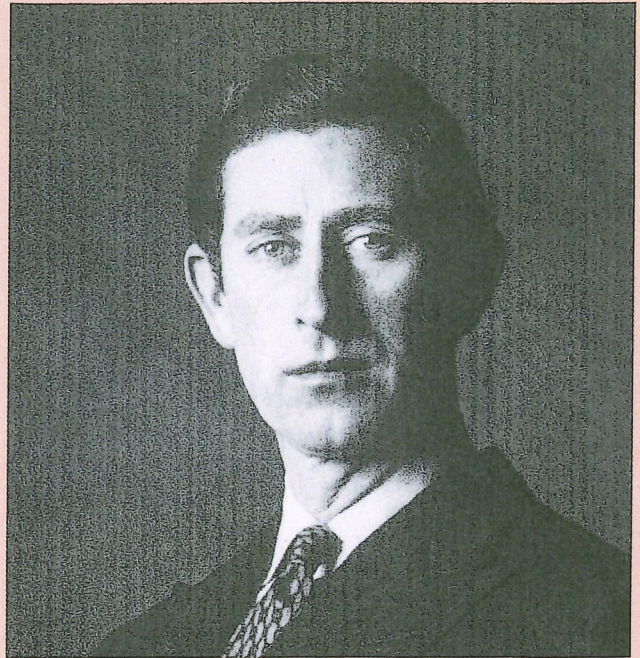
**President:** His Royal Highness The Prince of Wales  
**Chairman:** Lord Carr of Hadley  
**Deputy Chairmen:** Sir Hector Laing  
Sir Jeremy Morse  
**Chief Executive:** Stephen O'Brien

BIC's executive unit is at 227A City Road, London EC1V 1LX (telephone: 01-253 3716) and at regional locations in England and Wales.

Scottish Business in the Community, Eagle Star House, 25 St. Andrew Square, Edinburgh EH2 1AF (telephone 031 556 9761/2)

## A message from The Prince of Wales

President of Business in the Community



"Besides viability and growth, society increasingly expects social awareness and involvement from business. Organisations which grasp this nettle firmly can make an enormous contribution to creating healthy communities. They can also win higher corporate standing for themselves amongst shareholders, workers and customers.

"Social involvement is much more than a matter of money, but money is nevertheless the best single measure of commitment. There is growing advocacy within this country for companies to take a decision on allocating a percentage of their pre-tax profits to community projects. This seems to be a sensible approach and one likely to be effective. I suggest that it deserves serious consideration.

"Business in the Community is in effect asking you, and every board of directors in the country, to consider afresh what your enterprise is doing; to encourage participation by your workforce at all levels; and to search out the local people and organisations who can work with you to create successful partnership initiatives. This is an approach which I strongly support and which I wish to make the keynote of my Presidency."

*Extract from The Prince of Wales' message to BIC Governing Council members, January 1986.*