

**BUSINESS  
IN THE  
COMMUNITY**



## **Awards for Excellence 2011**

in association with the Financial Times



CLARENCE HOUSE

As President of Business in the Community, I have been fortunate to work with some of the most remarkable and far sighted business leaders in the country. All have shared a real determination to make a difference to the communities in which they operate. But in the present challenging times, it seems to me that we have to redouble our efforts. It has never been more vital for business, of all sizes, not only to create the jobs and find the markets we need, but also to scale up their engagement in their own communities wherever they are.

As these award winning examples show, there is more than enough innovation, experience and knowledge about how to do this. I hope, like me, you may feel inspired to do more...

Chanel



# Welcome

As ever, I am humbled and inspired by the stories we hear through the annual awards process. At a time when resource is so tight and people are so stretched, it is heartening to see the leadership and sustained commitment shown by these award winning companies.

I am mindful of the challenges so many of us are facing, in business, amongst our partners and in the communities in which we have an impact. But it seems right and ever more important to celebrate success where we can and remind ourselves of the powerful and positive role business already plays in society and the exciting and innovative ideas that are being developed.

I want to personally congratulate all of you who have made it through the process to be awarded the much coveted Big Tick. I would like to also use this opportunity to thank Unilever, Company of the Year 2010, for their support this year, and the FT for their ongoing support of Business in the Community.



**Stephen Howard**  
CEO, Business in the Community



# The Awards

Business in the Community's Awards for Excellence showcase the best of responsible business in action and are the UK's most influential, independent, peer assessed corporate responsibility awards.

The awards celebrate companies who are delivering successful responsible business programmes at local, national and international levels. The entries are assessed and judged in partnership with independent CR practitioners and business leaders, trained to assess and evaluate award submissions.

## Company of the Year

*In association with Tomorrow's Company*

Recognises companies that demonstrate holistic, long-term stewardship of their company and have aligned their values; business strategy with the future needs of society and the planet. This category is only open to companies who have attained Platinum Plus in our CR Index.

## Santander Small Company of the Year

*In association with the Institute of Directors*

Recognises SMEs that are improving their business and their overall impact on society – in the marketplace, the workplace, the environment and the community – through leadership and integration of responsible business practices.

*These are Business in the Community's top awards, with the overall winners receiving the designations 'Company of the Year 2011' and 'Santander Small Company of the Year 2011'.*

## Community Awards

Recognising companies that demonstrate excellence in their work in their community, focused on partnerships with schools, improving employability skills and broader community engagement. All categories look for evidence of partnership working, and the best results are achieved by companies who have been able to maximise the positive impact of their business to transform their local community by leveraging senior support and engaging their employees.

### THE CATEGORIES

Jaguar Land Rover Building Stronger Communities Award

Education Award sponsored by Nationwide

Norse Commercial Services Work Inclusion Award



### Environment Awards

Recognising companies that can demonstrate their commitment to ensuring that protection of the natural environment is fundamental to their operations. The awards look at how companies are reducing greenhouse gas emissions, using resources efficiently, travelling and working smartly, minimising waste and creating a sustainable future.

#### THE CATEGORIES

Asda Environmental Leadership Award

Bank of America Merrill Lynch Climate Change Award  
*in association with The Prince's Mayday Journey*  
ways2work Award *in association with the National Business Travel Network*

### Workplace Awards

Recognising companies that can demonstrate they have created an environment that promotes the well-being, training and development of

employees and subcontractors to the benefit of the company, the individual and the community. Also recognised within workplace are companies who are bridging the gap between the classroom and the world of work.

#### THE CATEGORIES

Bupa Workwell Award

Skills in the Workplace Award

Work Inspiration Award

### Marketplace Award

Recognising companies that have demonstrated innovation and positive impact across their supply chain. Successful companies have achieved not only commercial success but positive social and environmental outcomes across all of their supply chain.

#### CATEGORY

Anglo American Responsible Supply Chain Award

### International Award

Recognising companies that can demonstrate positive impact against one or more of the United Nations' Millennium Development Goals.

#### CATEGORY

Coffey International Award

### Rural Award

Recognising companies that are helping to address issues faced by rural communities in order to maintain a vibrant, sustainable rural economy.

#### CATEGORY

Dairy Crest Rural Action Award







# Company of the Year Award

In association with Tomorrow's Company



## Example of Excellence

### Wates Group

Wates Group's commitment to sustainability dates back to 1974 with their work on the first zero carbon house. It continues today with their 'Reshaping Tomorrow' programme which includes the BRE 'Rethinking Housing Refurbishment' initiative. They transform the communities in which they operate by working with local schools to raise aspirations and build skills via apprenticeships and employability programmes. Sourcing responsibly is a priority, and despite the ambition to grow the business significantly over the coming years, they aim to reduce their CO2 emissions by 34%.

#### IMPACT

Over the last 3 years they have invested more than £5m in training and staff development

Their long running Target Zero Waste programme saw 95% of non hazardous waste being diverted from landfill in 2011

A new approach developed in 2010 to partner with social enterprises has led to contracts worth over £750k in catering, recycling, landscaping and more

The accredited vocation programme aimed at long term unemployed has supported 363 people since it was launched. 155 people were supported by this programme in 2010, of which 65% went on to further training or employment with a further 100 apprentices receiving support during the year

#### HIGHLY COMMENDED

##### The Co-operative Group

The Co-operative Group has focused on reducing its own emissions as well as reducing the impact of the products and services they offer. The aim is to help UK communities take action on climate change as well as campaigning for strong regulation. The Co-op's gross direct greenhouse gases have reduced by 21% since 2006, while a third of The Co-operative Bank's customers have cited ethics or the environment as a reason for opening and maintaining an account.

#### SHORTLISTED

BT  
EDF Energy  
J Sainsbury  
KPMG Europe  
Tata Consultancy Services



# The Prince's Ambassador Award

Recognising leaders who have commitment to responsible business which has resulted in changes and improvements within their company and has inspired others to take action



The award recognises the powerful contribution made by individual business leaders to improve the communities in which they live and work through responsible business. Ambassadors are chosen not only for their inspiring personal impact, but also for demonstrating leadership which has both transformed their own business and inspired others organisations to take action.

## National Ambassador

**John Varley**

Senior Advisor to the Board of Barclays

## East Midlands Ambassador

**John Peace**

Chairman - Experian Plc

## East of England Ambassador

**David Thompson**

Senior Partner - LSI Architects

## North East Ambassador

**Ken McMeikan**

Chief Executive - Greggs Plc

## North West Ambassador

**Mike Blackburn**

North West Regional Director - BT

## Northern Ireland Ambassador

**Dr Bro McFerran**

Managing Director - Allstate Northern Ireland

## Scotland Ambassador

**Sue Bruce**

Chief Executive - Edinburgh City Council

## South East Ambassador

**David Cook**

General Manager - Corporate Marketing & Public Affairs 3M (David is retiring in July)

## Wales Ambassador

**Graeme Yorston**

Chief Operating Officer  
Principality Building Society

## West Midlands Ambassador

**Wade Lyn**

Managing Director - Cleone Foods

## Yorkshire and Humber Ambassador

**Graham Holden**

Chief Executive - Marshalls Plc

## South West Ambassador

**Steve Wood**

Managing Director UK and Ireland  
Ecclesiastical Insurance Group



## Thank you for helping to make it happen!

We would like to acknowledge the generous contribution of our Awards for Excellence corporate sponsors – thank you!



And with thanks to our partners and associates for their support throughout the year.



Business in the Community stands for Responsible Business  
[www.bitc.org.uk](http://www.bitc.org.uk)



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