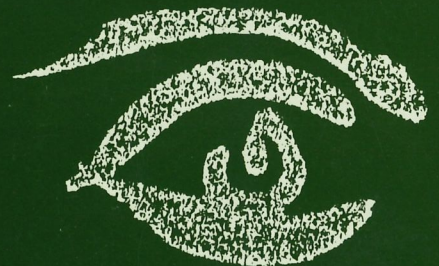
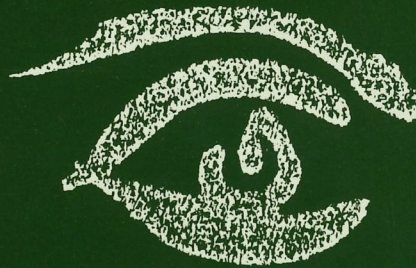
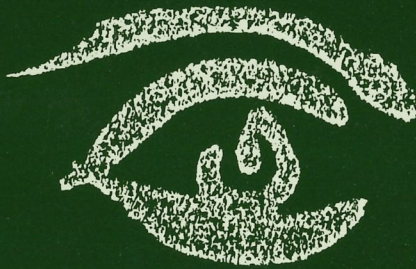
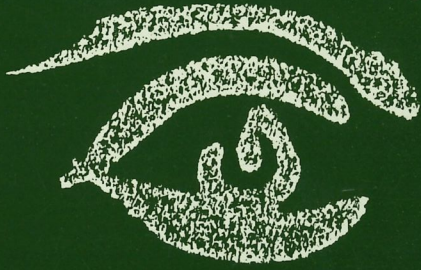
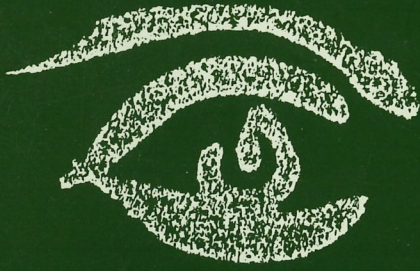


Seeing is Believing

1990 – 1995

70 examples of action

*Seeing is Believing is a programme initiated by
HRH The Prince of Wales which invites senior
business leaders to see for themselves
examples of successful business
involvement with local communities
and then take action*



BUSINESS in the COMMUNITY

President: HRH The Prince of Wales



ST. JAMES'S PALACE

The Prince of Wales has taken a personal interest in "Seeing is Believing" since the first visit in 1990. He has taken both written reports and a personal report from each of the 650 participants.



HRH The Prince of Wales on a "Seeing is Believing" visit outside the Riverside Youth Club on Pepys Estate in Deptford talking to young children from the estate.

"Seeing is Believing' has proved a remarkable vehicle for enabling senior business leaders to focus on how they can make a real difference in the community. I am enormously encouraged to see the growing number of practical actions which have resulted from these visits. I hope the examples will inspire many more people in business to become involved."

Charles

Seeing is Believing 70 examples of action

This publication captures the best of many examples of action taken by the senior business people in companies who have joined the Seeing is Believing programme. By getting involved in their local communities these individuals have made an enormous difference to the lives of many people in Great Britain.

Run by Business in the Community for the last five years, Seeing is Believing visits have taken over 650 business men and women into inner city housing estates, schools and community projects to see the challenges facing the UK and to demonstrate some of the simple ways that companies can get involved and benefits to both business and community.

I hope that you will be inspired by the many ways, large and small, that individuals, businesses and communities are working in partnership to make a difference.

Julia Cleverdon

Julia Cleverdon
Chief Executive
Business in the Community

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Seeing, Believing and Taking Action

In alphabetical order by company

“Being plucked from the hermetically sealed environment of an executive office and being shown so much in a few short hours was a thoroughly worthwhile experience”

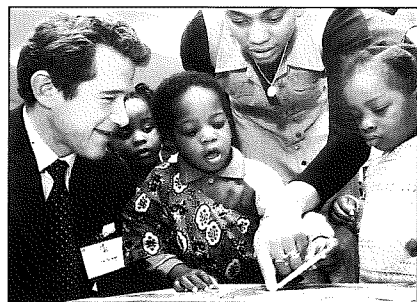
Terry Leahy, Deputy Managing Director, Tesco

BANKERS TRUST INTERNATIONAL (Lucy Rinaldi, Managing Director) have set up a long term partnership with the nearby Morpeth School in London's Tower Hamlets. Support to the school will include theatre workshops, financial support and staff volunteers.

BASF (Barry Stickings, Managing Director) have raised £16,400 to build an adventure playground for Grove Park Special School which takes children suffering from a variety of physical disabilities including muscular dystrophy and cerebral palsy.

BAXI PARTNERSHIP (Bryan Gray, Chief Executive) have helped Preston North End by buying the 3rd division football club in a £10m deal to breathe new life into North End and build a new stadium. Baxi see the project as an innovative way to benefit the community as well as involving limited financial risk. Baxi expect the project to be self-financing in the medium term. In the longer term they hope it will generate cash for further investment in the community.

BP (John Browne, Managing Director) have seconded two high



John Browne, Managing Director, British Petroleum Company meets with young children in the Lewisham Women's Training Centre Creche

flyers for two years to Deptford City Challenge and the National Council of Voluntary Organisations working with Action: Employees in the Community.

BET (Sir Christopher Harding, Chairman) have hosted a Community Affairs Conference for Managing Directors of all BET's operating companies around the UK to review their policy and encourage community involvement.



Sir Christopher Harding, Chairman of BET talks to homeless people in the London Connection Cafe

BIRDS EYE WALL'S (John Hazelwood, General Manager), with financial support from parent company, Unilever, have helped Gloucester Training & Enterprise Council place 66 mentors in seven schools in Gloucestershire to help with curriculum development. In addition John has joined the Steering Group for BITC's Compact Plus initiative and has committed to set up Compact Plus Clubs in Gloucestershire schools to help young people at risk of dropping out or underachievement.

BRITISH SCHOOL OF MOTORING (Richard Glover, Managing Director) have developed the BSM's involvement in schools through classroom teaching of road safety and off-road driving. IGNITION (a national scheme to provide pre-

driver training for all 14-17 year olds) was piloted with Middlesborough City Challenge and launched in December 1994.

BT (Stafford Taylor, Managing Director, Personal Communications Division) has joined the Peckham Business Support Group and is introducing three "Roots and Wings" mentoring schemes into Peckham, Manchester and Stoke as part of BT's 'For a Better Life' programme.

B & Q (Alan Smith, Managing Director) developed curriculum projects for Compact Plus, the support programme for young people (14-18 years) who are at risk of dropping out of school with no qualifications.

BUPA (Peter Jacobs, Chief Executive) donated a medical fridge to the Passage Day Centre for the homeless in Victoria. Peter Jacobs has also joined the Prince's Trust/BitC Advisory Committee on homelessness.

C&A (Dennis Robinson, Company Secretary) supplied 30 computers to various charities in 1994 as a direct result of Dennis Robinson, Company Secretary attending a "Seeing is Believing" visit.

CALOR GROUP (Howard Robinson, Chief Executive) introduced Calor Challenge Day, now driven by employees throughout 6 regions, who were given paid time off to participate in Challenge Day activities. More than 600 employees volunteered to take part (approximately 60% of the workforce) and the community contacts and publicity generated by the day have brought about new challenges and formed the backbone of the "Calor in the Community" Programme.

CASTLE CEMENT (Michael Lodge, Managing Director), **TARMAC** (Neville Simms, Group Chief Executive), **T&N** (Ian Much, Managing Director) and the

BUCKNALL GROUP (David Bucknall, Chief Executive) are working together on 'Operation Newtown' in Birmingham to use their expertise and materials to secure and develop land for use by the Birmingham Settlement, a group helping disadvantaged individuals develop their skills.

DHL (Neill O'Sullivan and Tony Hobden, Area Directors) organised a national challenge day for all employees one Saturday in June 1994. More than 38 projects in 32 locations in the UK were included. These ranged from hosting a race day for Barnados children in Battersea Park to painting a mural in a Birmingham special school playground.

DONALDSONS (David Cherry, Senior Partner) have a team of surveyors involved in the Bridge Project in Whitechapel (a training centre tackling unemployment in London's East End) providing skills and time to help the expansion of the Bridge project into new premises.

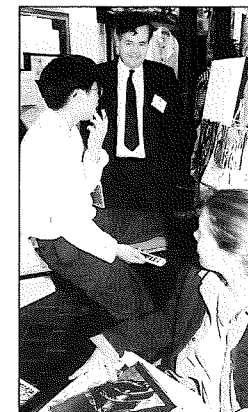
“To see and experience at first hand is a brilliant motivator”

Greg Hutchings, Chief Executive, Tomkins

DVLA (Stephen Curtis, Chief Executive) reviewed their community involvement after attending a visit. They offered training places to voluntary organisations and seconded two young managers to their local Education Business Partnership in Swansea.

EXPRESS NEWSPAPERS (Andrew Cameron, Managing Director) have been working with John Bird of the Big Issue Newspaper which is sold by homeless people. Ten employees are now involved as volunteers and business mentors to Big Issue staff. The Express have also donated a word processor, overhead projector and benches as well as providing advice on purchasing.

THE FINANCIAL TIMES (David Bell, Chief Executive) have arranged three



David Bell, Chief Executive of the Financial Times talks to A-level students at Acland Burghley School in London

100 hour development assignments for their young managers into community projects and produced BITC's annual report as a supplement distributed in the Financial Times paper on 8th December

1994. In addition FT staff are volunteering to be mentors in primary schools in London.

GGT ADVERTISING (Michael Greenless, Chairman & Chief Executive) have stepped-up their involvement with The Big Issue magazine for the homeless by obtaining free poster sites and paying for the production and posting of the creative work to advertise the Big Issue in central London. A committee have formed within GGT to further develop their corporate social responsibility programme.

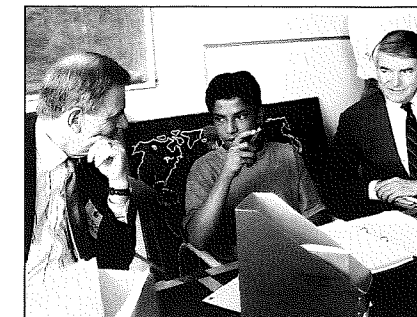
GKN (Sir David Lees, Chairman & Chief Executive) encourage their personnel staff to visit a NACRO training centre for ex-offenders, to share interviewing skills and employment advice.



Sir David Lees, Chairman and Chief Executive of GKN talks to an unemployed construction skills trainee at NACRO

GOLDMAN SACHS (Gene Fife, Chairman) have reviewed their

community policy and set up 3 staff teams focusing on encouraging volunteers, targeted giving and ad hoc donations.



Gene Fife, Chairman, Goldman Sachs visits an East London school to hear about the challenges facing young people

THE GREENALLS GROUP (The Hon Peter Greenall, Chief Executive) reviewed their community involvement by carrying out an internal audit of community activity. They ran a senior management presentation on the "Business case for community involvement" and developed a new community policy and focus for their business. This led on to their involvement with the Granada Challenge.

“The most effective way in which companies can really add value to community projects is by contributing their business skills and experience. Access to these skills is vital in ensuring the long term success of the projects underway”

John McGrath, Chairman and Chief Executive, International Distillers and Vintners.

INTERNATIONAL DISTILLERS AND VINTNERS (*John McGrath, Chairman & Chief Executive*)

employees have volunteered to help with Tomorrow's People, a programme of careers awareness workshops for young people disillusioned by school. The programme was developed by the volunteers and the charity Cities in Schools which is supported by Grand Metropolitan plc. IDV volunteers have also been involved in the piloting of the Kids and the Power of Work (KAPOW) programme in the UK, which helps younger children to see a clear connection between what they learn in the classroom and the skills they need to succeed in a career.

IPC MAGAZINES (*Linda Lancaster-Gaye, Managing Director*) sponsored BITC's "Roots & Wings" mentoring project. This resulted in mentoring links with Deptford Green School and a local community group which were featured in a Channel 4 documentary on mentoring.

LAND ROVER VEHICLES (*Terence Morgan, Managing Director*) have trained 5 long term unemployed Job Club members in Solihull through a recruitment process and are sharing the lessons learned with the Job Club staff.

LEGAL & GENERAL (*Andrew Palmer, Director, Sales & Finance*) have set up a teacher placement programme providing training on business and core skills for 16-19 year olds taking GNVQs (the new General National Vocational Qualifications). In addition Legal & General have committed to set up "Roots & Wings" mentoring scheme for young people.

LEVER BROTHERS (*Terry Nolan, Personnel Director*) have committed to developing a new focused education policy including setting up "Compacts" (an agreement between young people, schools and local businesses to set goals for students with incentives for course completion and achievement of qualifications) with schools in the neighbourhood of their Merseyside and Warrington plants. They are also developing sponsorship for

Compact Plus Clubs, which support programmes for young people 14-18 who are at risk of dropping out of school without qualifications. This involves membership of a special club where a full time adviser provides guidance and personal support often helped by volunteer employees.

LONDON ELECTRICITY (*Dr Roger Urwin, Chief Executive*) are allocating £50,000 to a Maths Curriculum Fund which distributes grants to schools for maths projects which involve local businesses. Already over 80 London schools have benefited.

MIDLAND BANK (*Robert Wyatt, Divisional General Manager*) have arranged for 50 Deputy Head teachers to go on one week placements with Midland Bank Branch Managers to learn about financial management.

"The Gestetner Schools Scheme provides an ideal way to recycle laser printers and help needy schools"

Nigel Palmer, Managing Director, NRG Group

THE NATIONAL GRID COMPANY (*John Uttley, Group Director*) have seconded financial staff to Centrepoint, a housing project helping young people at risk in London, to carry out an internal audit of Centrepoint's financial systems.

NRG GROUP, the GESTETNER subsidiary (*Nigel Palmer, Managing Director*) have launched the Gestetner Schools Scheme "Pick up a Printer" which allows companies to donate their old laser printers at no cost to themselves for use in schools. Gestetner pick up the equipment, service it and deliver it to needy schools. The scheme cuts

down on waste and provides much needed laser printers to schools. BITC provided advice, endorsement and is helping to encourage companies to donate printers through the Scheme.

OGILVY & MATHER (*Jane Campbell-Garrett, Vice Chairman*) have run a series of workshops for the unemployed homeless at the Vauxhall Job Club in London and are providing computers for the North Lambeth Day Centre.

PAVILION SERVICES GROUP (*Michael Guthrie, Chairman & Chief Executive*) sponsored the Aim High Awards, a BITC organised scheme to acknowledge companies that are raising educational achievement through partnership with schools. Aim High was printed on every Pizzaland menu.

PROCTER & GAMBLE (*Michael Clasper, Managing Director*) have developed a management training scheme which now has provided training for half of Newcastle's head teachers. P&G have also set up a "product broking" scheme in Newcastle to provide reconditioned electrical goods to voluntary and community groups. **Comet** provide the goods, Newcastle CSV identify the needs, **Northern Electric** distribute them, and Procter & Gamble provide expertise they have gained from their involvement in 'Provision', a nationwide scheme which redistributes grocery products to community groups.

RACAL ELECTRONICS (*Ian Melrose, Group Personnel Director*) have developed links with local schools.

ROLLS ROYCE & ASSOCIATES (*Tony Roulstone, Managing Director, Rolls Royce Nuclear Engines*) are setting up a programme of community involvement for their 2,000 employees involving 100 hour "development assignments" in community groups, "Come and See" visits for staff and volunteer challenges.

ROYAL INSURANCE HOLDINGS (*Robin Rowland, Director and Richard Gamble, Group Chief Executive*) seconded an employee

for 9 months to assist Andrew Mawson at the ambitious community centre Bromley-by-Bow to develop a business plan. Royal Insurance are also supporting the Great Banquet, a pan-London initiative masterminded by Andrew Mawson to build partnerships and co-operation between the public, private and voluntary sectors.



David Quarmby, Joint Managing Director, J Sainsbury meets residents at the Gloucester Grove Estate in South London

J SAINSBURY (*David Quarmby, Joint Managing Director*) has set up a business support group in Peckham following a "Seeing is Believing" visit in June 1994. The team comprises **J Sainsbury, British Telecom, The Financial Times** and **Gestetner**. The team are focusing on Business Mentoring, Education Mentoring, Customised Training, Management and Leadership Development and general brokerage of private sector resources.

SEDGWICK NOBLE LOWNDES (*David Strauss and Tom Geoghegan, Joint Managing Directors*) have developed a policy to encourage their local operations to provide work experience and other support to local schools. They are also setting up a literacy mentoring project in a Croydon primary school.

SEDGWICK UK (*Rob White Cooper, Vice-Chairman*) is chairing a group of Sedgwick alumni who are working to actively support Sedgwick's Corporate Community Involvement programme. Six senior level managers have completed a pilot programme of 100 hour secondments for staff into community organisations.

SUN ALLIANCE (*Peter Croucher, Managing Director, Management Services*) are providing school

governors with financial expertise to London schools in Tower Hamlets, Bristol and Birmingham. Sun Alliance also sponsored the costs of a video needed by Bygrove School in East London to explain the rules and routines of the school to new parents.

THORNTONS (*Michael Thornton, Chairman & Chief Executive*) have supported Belper School in Derbyshire in gaining Technical College status through a grant of £100,000. Thorntons have entered a long term partnership with the local school through a liaison programme and providing four governors, helping the college to emphasise the teaching of technology, maths, science and modern languages.

"Business leaders everywhere should put aside their in-trays, park their diaries and spend a morning at their nearest inner-city school to witness true teamwork and leadership at work"

Peter Hehir, Chairman, Countrywide Communications Group

The Editor of **THE TIMES** (*Peter Stothard*) wrote after a "Seeing is Believing" visit "it is a humbling experience for a journalist to have to be led by Business in the Community to "see and believe" what is happening so close to his home and work." As a result The Times redoubled its efforts on behalf of The Times/Touche Ross Community Enterprise Awards which celebrate and reward community entrepreneurs nationally.

TRANSPORT DEVELOPMENT GROUP (*Alan Cole, Chief Executive*) has encouraged employees to become school governors, Alan Cole is a School Governor for a school in Westminster.



Tina Tietjen, Managing Director of Video Arts discussing homework with primary school children

VIDEO ARTS (*Tina Tietjen, Managing Director*) are to provide school governors with financial expertise for schools in London's Tower Hamlets.

WARBURTON'S (*Ross Warburton, Chairman*) has become Vice Chairman of Bolton City Challenge, and the company has now developed a community policy, a reporting framework, a communication plan, a matched funding scheme and budgets for individual business units to use locally.

WPP GROUP (*Martin Sorrell, Group Chief Executive*) are developing links with London Schools.

WHITBREAD BEER COMPANY (*Miles Templeman, Managing Director*) have taken a lead in encouraging Whitbread volunteers to visit Brixton Prison.

YORKSHIRE WATER (*Trevor Newton, Deputy Chairman & Group Managing Director*) have produced a video of their employees' involvement in the community to tell the story to customers, employees and local stakeholders.

YORKSHIRE POST (*Steve Auckland, Assistant Managing Director*) have run a series of opinion pieces in The Post by senior local business leaders from **BT, Yorkshire Water, Touche Ross, Halifax Building Society, ASDA** and **Northern Foods**, saying what they do in the community and why.

ENGAGING PEOPLE POWER

Employees in the Community through Mentoring Schemes

Derek Wanless, Chief Executive of **National Westminster Bank**, led a "Seeing is Believing" visit in 1993 to Winton Primary School in King's Cross to promote employee volunteer mentors. NatWest have developed a volunteer mentoring scheme to tackle underachievement and help pupils learn more and develop personal skills. Over 50 volunteers work in the school every week. They arrive at lunchtime or join lessons and work with pupils one-to-one or in small groups. According to their skills, the volunteers help pupils with reading, writing, mathematics, science, financial literacy and personal development. In addition, many volunteers have invited pupils and teachers to visit their workplaces and learn about the world of work. The children benefit from the interest and involvement of educated adults, with improved levels of achievement, raised self esteem and communication skills. The support given by the volunteers has helped the teachers raise standards in reading and numeracy. The businesses benefit from the development of employees. Teachers also benefit from working with skilled adults and having time to focus on children with special learning needs. The visit has led to new schemes in Gloucestershire, South London and Birmingham.

Peter Cole, Executive Director of **Swiss Bank Corporation** went on a 1992 "Seeing is Believing" visit led by John Roberts, Managing Director, Group Services of **The Post Office** and was impressed by the potential impact business can make on raising achievement in schools and the



Rudi Bogni, Chief Executive of Swiss Bank with South London school children

business benefits of staff involvement. As a result Swiss Bank Corporation provided funding and a secondee to develop and manage the "Roots and Wings" project which is a Business in the Community Initiative that enables employers to support voluntary mentoring by their employees in the community. Rudi Bogni, Swiss Bank Corporation's Chief Executive, followed up with a visit in 1994 led by Mike Heron, Chairman of **The Post Office** and offered personally to give careers talks and to host visits for school pupils. He also committed to a rolling secondment for the post of Project Manager to "Roots and Wings". 17 Swiss Bank staff now mentor students and teachers at Deptford Green School and a further 50 staff are being trained as mentors this autumn.

Ronald Pressman, General Manager of **GE International** went on a 1991 "Seeing is Believing" visit led by Sandy Leitch, Chief Executive of **Allied Dunbar Assurance** to see Allied

"Our involvement has for me been an excellent lesson in management and the potential for business leaders to contribute more fully to the societies in which they work"

Bill Castell, Chief Executive, Amersham International

Dunbar's employee community involvement programme. He was inspired to help in the testing and developing of some of the important mentoring work he had seen in the United States here in the UK. The GE Foundation made its largest ever single grant of £42,000 as initial funding to start up the "Roots & Wings" project at Business in the Community.



Rev Dr John Morgans with Bill Castell, (left) Chief Executive, Amersham International, Robert Ayling, Group Managing Director of BA and Richard Dykes, Managing Director, Post Office Counters on the isolated hilltop estate at Penrhys.

Bill Castell, Chief Executive of **Amersham International** went on a 1991 "Seeing is Believing" visit led by HRH The Prince of Wales to Penrhys, a 1950's Housing Estate in the Welsh mountains with 95% unemployment and a serious social exclusion problem. Bill Castell has been a mentor to the Reverend John Morgans, a leader of the community in Penrhys for 5 hours a month ever since. Commenting on four years of involvement and support for John Morgans by Amersham staff Bill Castell said: "Penrhys has progressed to the stage where adolescents are once again demanding the right to work".

Bill Castell also led a "Seeing is Believing" visit in 1993 to Penrhys where Robert Ayling, Managing Director of **British Airways** hosted school visits and offered employment to school leavers from the estate; Richard Dykes, Managing Director of **Post Office Counters** donated a minibus, funded a literacy support worker for two years and encouraged 14 Post Office families to mentor young people; Dominic Proctor, Chief Executive of **J Walter Thompson** devised a communication strategy for the estate; and Chris Hughes, General Manager, **Whitbread** sponsored the equipment to start up the new health complex and worked with the estate's primary school.

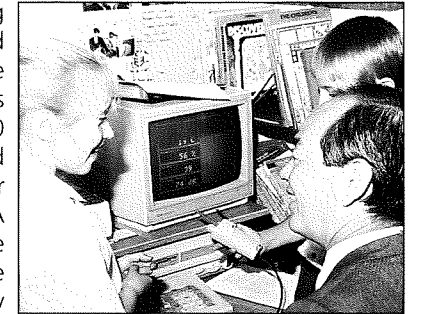
BUILDING THE BUSINESS CASE

Developing Skills for Business

Peter Wiegand, Chairman of **Claremont Garments** went on a 1992 "Seeing is Believing" visit led by Paul Preston, President of **McDonalds Restaurants** to look at how training programmes create jobs and improve the skills of unemployed young people. **Claremont Garments** employ 3,000 people to design and produce garments for **Marks & Spencer**. Peter could see the opportunities to develop training in the garment industry. He worked with BITC and Camden ITEC to create the Claremont School of Tailoring in Camden Town launched in September 1994 with 15 trainees and opened by Sir Richard Greenbury, Chairman of Marks & Spencer.

Tony Monnickendam, Group Director of **Forte**, following a 1994 "Seeing is Believing" visit to Warrington led by the Hon Peter Greenall of **Greenalls**, decided to involve the Forte subsidiary, Welcome Break Service Areas in supporting the Granada Community Challenge (see page 10). The Welcome Break site at Burtonwood have also set up a pioneering project of work experience and training in a local Warrington school. They have launched a one year programme for students integrating parts of NVQ level 1 in retailing and catering and GNVQ to at least foundation level. Forte have further extended their commitment by guaranteeing employment for students who finish the course and incentives for students to complete their courses once started.

Toyota Motor Manufacturing UK (Yukihisa Hirano) led a "Seeing is Believing" visit in October 1993 on curriculum development in schools. This led to the expansion of the Toyota Science and Technology Education Fund which now provides over £1.2 million to schools to help improve the teaching of Science and Technology. The scheme provides grants to over 700 schools each year and will impact on over 100,000 students. A key feature is the support Toyota are giving to primary schools to help tackle the problem of fewer young people opting to study sciences and build careers in engineering. Under the criteria, each participating school works with a local business and teachers go on a placement to learn about the use of modern techniques. This has led to over 3,000 companies, including many small and medium-sized companies, linking with local schools and helping the next generation learn about engineering in industry as part of the National Curriculum.



Yukihisa Hirano, Managing Director, Toyota Motor Manufacturing UK learns how pupils, with help from the Toyota Science and Technology Fund, have developed their technology skills

WORKING WITH THE COMMUNITY

Building Successful Partnerships

Peter Williams, Chairman and Chief Executive of **Oxford Instruments**, came on a 1993 "Seeing is Believing" visit led by John Neill of **Unipart** to the Blackbird Leys Estate



Peter Williams, Chairman & Chief Executive of Oxford Instruments talks to trainees at Oxford's TRAX Project

to see what was being done to tackle the problem of youth crime. As a result he now chairs "The Oxford Partnership", a group of companies including **BT, DHL, The AA, Unipart, Fox FM, John**

Mowlem, and Barclays. They are concentrating on training and employment issues, working with Peers School, the local youth club and Trax, an innovative local project tackling car crime by training young people to mend and drive cars. This area of Oxford recently won substantial Government Single Regeneration Budget (SRB) funding due in part to the work of "The Oxford Partnership".

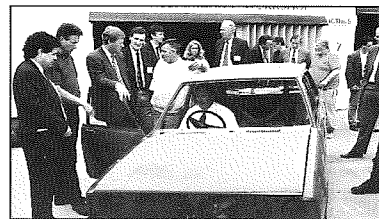
In 1994, Tony Hales, Chief Executive of **Allied Domecq** led a visit to Leeds to look at how a large multi-ethnic city is tackling the challenges of inner city regeneration. As a

result of the visit the "Ebor Gardens Partnership" supporting an inner-city housing estate has been established and is chaired by Bob Bates of **A E Goetz**. John Jackson, Deputy Chairman of **Hillsdown Holdings**, has made donations of £2,000 to two of the organisations visited, Leeds Education 2000, which focuses on the changing attitudes towards education and the Chapeltown Action Learning Centre (CHALCS). **Yorkshire Water** have also committed £10,000 to CHALCS and are now seeking potential secondees from within the company to support the project. Ebor Gardens was visited by HRH The Prince of Wales in June 1995 on a follow up "Seeing is Believing" visit.



Business leaders tour Ebor Gardens in Leeds

After leading a 1994 "Seeing is Believing" visit to a Plymouth Housing Estate, Dick Evans, Chief Executive of **British Aerospace** is leading discussions with the Ministry of Defence about releasing unused naval dockyard land. **BT** have sponsored a programme supporting community leaders, **Midland Bank** have seconded a young Manager to BITC to co-ordinate a local partnership, **British Aerospace** put apprentices on to constructing a dome in the community park and Nick Butcher, Managing Director of **DHL International** funded a project to train local young people in building boats and sailing them.



Dick Evans, Chief Executive of British Aerospace at the Motor Education Project on North Prospect estate in Plymouth

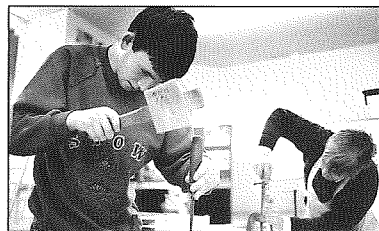
Nick Hood, Chairman of **Wessex Water** led a 1992 "Seeing is Believing" visit to the peripheral housing estate at Hartcliffe and Withywood in Bristol. The group, including Wob Gerretson, Chairman, **Costain Engineering and Construction** and David Hider, Director, **British Gas**, heard how local people had twice failed to

obtain government City Challenge funding. Together with **BT, Marks & Spencer, General Accident, Courage and National Westminster Bank** they raised £500,000 to build a community centre. This in turn led to a further £1.5m of funding coming into the estate from Bristol City Council, the Department of Environment and Barnados, who are funding a family centre. The Gatehouse centre opened in Spring 1995 with managed work space, training facilities, retail units, offices, a nursery, cafe and restaurant.

Adrian Bourne, General Manager of **Nestlé UK** went on a 1991 "Seeing is Believing" visit led by David Quarmby, Joint Managing Director of **J Sainsbury** to St Matthew's Church in the centre of Brixton. He was determined to involve the private sector in supporting Maggie Durran, the Curate, to develop a new community facility in Brixton. He seconded a manager to draw up a business plan; BitC's Professional Firms Group found an architect, quantity surveyor and solicitor; and Dominic Proctor, Chief Executive of **J Walter Thompson** gave communications advice. In-kind business support also came from **BT** and **John Laing Construction**, and totalled more than £250k. This in turn was matched by £720k of City Challenge funding, and "The Brix" community centre was officially opened in December 1994.

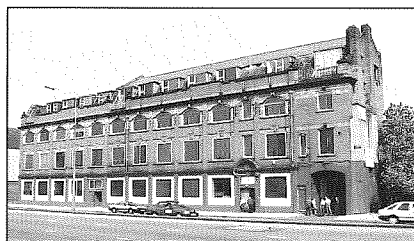
Combining resources effectively through partnership

Peter George, Chief Executive of the **Ladbroke Group** visited a number of organisations tackling the problem of homelessness in London on a 1991 visit led by David Tagg, Chief Executive of **Grand Metropolitan Retail & Property**. As a result of what he saw, Peter George wanted to address the challenge of "no home, no job, no home" and the **Homeground Partnership** was created. He identified a large unused building on the Scotland Road in Liverpool which **Ladbroke** donated to provide accommodation, counselling, advice and skills training for young people in Merseyside. Up to 200 young people have been accommodated at the Homeground centre since it was opened in December 1992 by HRH The Prince of Wales. Most clients have moved on to their own flats



Young homeless trainees at Homeground Partnership learning woodwork skills

provided by the City Council or Housing Associations and many have found employment. Other companies supported the project by providing equipment, skills and services free of charge, including **Forte Hotels, Ideal Homes, McAlpines, Tysons** and **Manweb**.



The Old Vernon Headquarters on Scotland Road which was converted into the The Homeground Partnership

Paul Southworth, Chief Executive of **Avon Cosmetics**, came on a "Seeing is Believing" visit in 1990. He subsequently led a visit in 1992 and set up the Northamptonshire Charter for Youth, with six steering groups of young people and private, public, and voluntary sector groups to develop projects to meet the needs of disadvantaged young people in Northamptonshire.

USING THE POWER OF COMMUNICATIONS

Charles Allen as Managing Director of **Compass** went on a 1990 "Seeing is Believing" visit led by John Neill of **Unipart**. When Charles moved to **Granada** he was keen to make it "Seeing is Doing" and developed the Granada Community Challenge, where **Manweb, Norweb, The Greenalls Group, BNFL** and **British Aerospace** have each accepted a challenge worth £1.25m to provide support and facilities for young people in deprived areas. Each company has committed five middle managers for five hours a week for nine months to deliver their project and ensure ongoing support. Granada cameras follow the

challenges which test team members' ingenuity and determination.

Following a 1992 "Seeing is Believing" visit led by John Roberts, Managing Director of **Post Office Counters**, several companies, including **National Westminster Bank** and **Capital Radio**, took steps to improve the quality of work experience provided for students. Patrick Taylor, Finance Director, **Capital Radio** ran a hotline, which recruited more than 500 companies providing more than 1000 new work experience placements.

SPECIAL REPORT

COMMUNITY INSIGHT VISITS

Companies adopt the Seeing is Believing model

The "Seeing is Believing" model has inspired companies to run their own "Community Insight" visits. These are proving to be one of the most effective ways of deepening the message and harnessing the support of employees in company community involvement.



Sir Simon Hornby, Chairman, WH Smith meets pupils working on the Poets in School Programme which is part of the WH Smith Arts Programme

Sir Simon Hornby, Chairman & Rodney Buse, Director of **SWH Smith** came on "Seeing is Believing" visits in 1990 & 1992. Sir Simon was the first to run an in-house "Seeing is Believing" visit for his senior team and showed that this formula would work inside the company to build a greater understanding from the Board of the business case for WH Smith's community involvement.

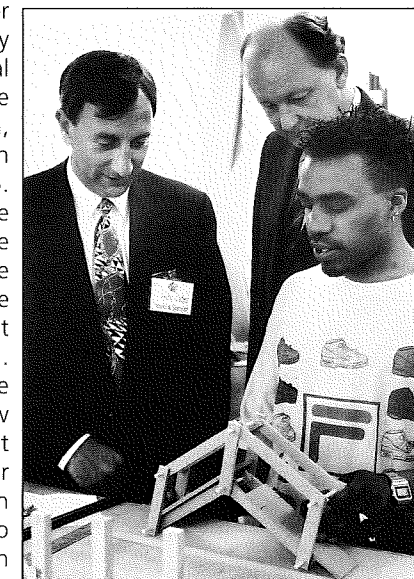
As a result of a 1994 visit led by Christopher Laing, Director, **J Laing** looking at inner London homelessness projects, Roger Putnam, Director, Sales & Marketing of **Jaguar** arranged for three members of the Jaguar marketing team to revisit the projects. As a result Jaguar have agreed to assist the Passage Day Centre in Victoria by launching an appeal in their Sovereign magazine which is circulated to over 50,000 business people in the UK.

"Seeing is Believing is a superb programme and one of the most effective ways of promoting business involvement in the community"

Nick Temple, Chairman, IBM

Martin Sorrell, Chief Executive of **WPP Group** came on a 1993 "Seeing is Believing" visit led by Eric Nicoli of United Biscuits. As a result he decided to lead his own visit to local schools for a group of the UK alumni of Harvard Business School.

Keith Oates, Deputy Chairman & Joint Managing Director of **Marks & Spencer** originally came on a 1992 "Seeing is Believing" visit led by Sir Simon Hornby of **WH Smith**. Since then, senior M&S managers have led three visits for staff and a further ones are planned. As a result of one to East End Schools in June 94, the Head of Technology at Sarah Bonnel School went on a placement with Marks & Spencer's Food Quality Assurance Department to develop a school project. Marks & Spencer's Food Technology Executive are also setting up Curriculum Development projects in technology with some of their suppliers nationally. This has led on to another in-house visit led by the Divisional Director of the Food Division, Michael Taylor in March 1995. Twenty five volunteers from the Food Division are now assisting the four charities that were visited. Another in-house visit led by Andrew Stone, Joint Managing Director will take fifteen M&S employees to four projects in South London. These visits have widened the involvement of senior managers, employees and suppliers in M&S's community programmes.



Keith Oates, Chairman & Joint Managing Director, Marks & Spencer talks to a trainee

Fosroc International, part of **Burmah Castrol** (Phillip Kimberley, Chief Executive, Construction, Mining and Chemicals) have run two very successful "Community Insight" visits for 13 employees, from senior management to secretarial staff. They visited two projects – an Employment Preparation Unit for the disabled and a Salvation Army Drop-In Centre for the homeless. A number of links have been made with both projects including service contracts, work experience, donations and business advice.

Securicor, (Christopher Shirtcliffe, Group Finance Director) asked BITC to run a "Community Insight" visit to projects in the East End of London. Fifteen senior managers from operating units of Securicor saw an employment training project for Somali refugees and visited a local school. A further visit has been led Roger Wiggs, Group Chief Executive to projects and schools in South London.

Business in the Community would be delighted to organize a "Community Insight" visit for you. For further information please contact Eva Hamilton on 0171 629 1600.

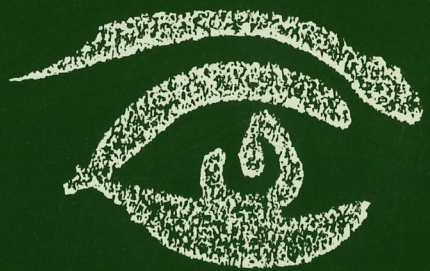
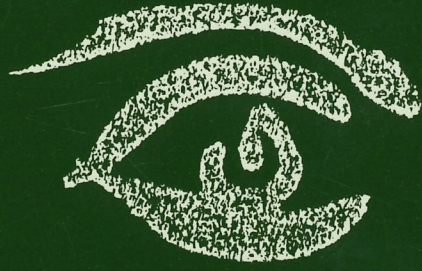
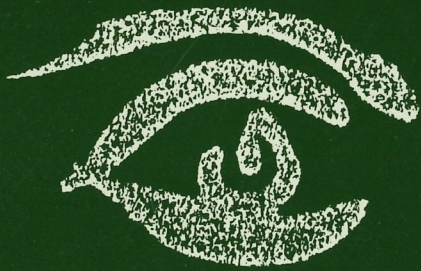
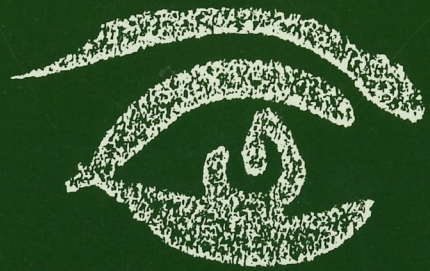
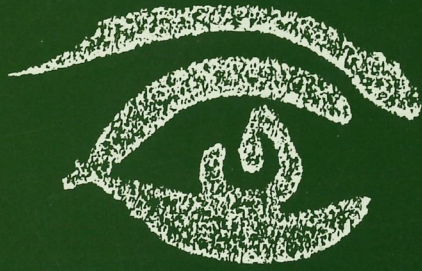
Index of Individuals Taking Action (Cont)

title & companies correct at time of visit

Christopher Laing, Director, J Laing	11	Howard Robinson, Chief Executive, Calor Group	4
Linda Lancaster-Gaye, Managing Director, IPC Magazines	6	Tony Roulstone, Managing Director, Rolls Royce Nuclear Engines	6
Michael Lodge, Managing Director, Castle Cement	4	Robin Rowland, Director, Royal Insurance	6
Sir David Lees, Chairman & Chief Executive, GKN	5	Christopher Shirtcliffe, Group Finance Director, Securicor	11
Sandy Leitch, Chief Executive, Allied Dunbar Assurance	8	Alan Smith, Managing Director, B & Q	4
John McGrath, CEO, International Distillers & Vintners	6	Neville Simms, Group Chief Executive, Tarmac	4
Ian Melrose, Group Personnel Director, Racal Electronics	6	Martin Sorrell, Group Chief Executive, WPP Group	7
Tony Monnickendam, Group Director, Forte	9	Paul Southworth, President & CEO, Avon Cosmetics	10
Terence Morgan, Managing Director, Land Rover Vehicles	6	Barry Stickings, Managing Director, BASF	4
Ian Much, Managing Director, T&N	4	Peter Stothard, Editor, The Times	7
John Neill, Chief Executive, Unipart	9	David Strauss, Jt Managing Director, Sedgwick Noble Lowndes	7
Trevor Newton, Deputy Chairman & Group MD, Yorkshire Water	7	David Tagg, CEO, Grand Metropolitan (Retail & Property)	10
Terry Nolan, Personnel Director, Lever Brothers	6	Stuart Tarrant, Group Finance Director, Sedgwick Group	7
Keith Oates, Deputy Chairman & Jt MD, Marks & Spencer	11	Patrick Taylor, Finance Director, Capital Radio	10
Neill O'Sullivan, Area Director, DHL	5	Stafford Taylor, MD, Personal Communications, BT	4
Nigel Palmer, Managing Director, NRG Group	6	Tina Tietjen, Managing Director, Video Arts	7
Andrew Palmer, Director Sales & Finance, Legal & General	6	Miles Templeman, Managing Director, Whitbread Beer Co	7
Jeremy Pinchin, Company Secretary, Sedgwick Group	7	Michael Thornton, Chairman & Chief Executive, Thorntons	7
Ronald Pressman, General Manager, GE International	8	Dr Roger Urwin, Chief Executive, London Electricity	6
Paul Preston, President & CEO, McDonalds Restaurants	9	John Uttley, Group Director, The National Grid Company	6
Dominic Proctor, Chief Executive, J Walter Thompson	8	Derek Wanless, Chief Executive, National Westminster Bank	8
Roger Putnam, Director, Sales & Marketing, Jaguar	11	Ross Warburton, Chairman, Warburton's	7
David Quarmby, Jt Managing Director, J Sainsbury	11	Rob White-Cooper, Vice-Chairman, Sedgwick UK	7
Lucy Rinaldi, Managing Director, Bankers Trust International	4	Peter Wiegand, CEO, Claremont Garments	9
John Roberts, MD, Group Services, The Post Office	8	Peter Williams, Chairman & Chief Executive, Oxford Instruments	9
Dennis Robinson, Company Secretary, C&A	4	Robert Wyatt, Divisional General Manager, Midland Bank	6

All organisations that have taken part in "Seeing is Believing"

3i	Dean Clough Industrial Park	KPMG Peat Marwick	Sedgwick Group
AH Marks & Company	Department of Trade and Industry	Kwik Save Group plc	SEBOARD
AB Electronic Products	Department of the Environment	Ladbroke Group	Shanks & McEwan Group
AE Goetz	Department of Education	Lambert Howarth Group	Shell UK
AEI Cables	Department of Employment	Land Rover	Signet Group
Albert Fisher Group	Dewe Rogerson	Laura Ashley	Simons Group
Allen & Overy	DHL International (UK)	Lawson Mardon Group	SKF (UK)
Alliance & Leicester	Dibb Lupton Broomhead	Legal & General	Sky Television
Allied Dunbar Assurance	Digital Equipment Co	Lehman Brothers International	Slough Estates
Allied-Lyons	Dixons	Lever Brothers	Smith & Nephew
Amerada Hess	Do It All	LIFFE	SmithKline Beecham
Amersham International	Donaldsons Chartered Surveyors	Link House Publications	Sony
ARCO Chemical Europe	Dragon Shipping Line	Lloyds Bank	South Wales Electricity
Argos Distributors	Driver and Vehicle Licensing Agency	London Luton Airport	South Western Electricity
Argyll Group	DTI	London Electricity	Southern Electric
Arjo Wiggins	Duchy of Cornwall	London Stock Exchange	St James's Place Capital
Appleton	EW Payne Ltd	London Underground	St George
Asda Group	Eagle Star Insurance	London & Edinburgh Trust	St Ives
Association of British Insurance	East Midlands Electricity	Lorhro	Stirling Group
Automobile Association	Electra Investment Trust	LOOT	Storehouse
Avon Cosmetics	Enterprise Oil	Low International	Sun Life
B & Q	Ernst & Young	Luncheon Vouchers	Sun Alliance Group
B U P A	ESE Rental Group	LWT	Swallow Hotels
B.A.T. Industries	Express Engineering	M & G Investment	Swiss Bank Corporation
BACS Limited	Express Foods Group	Mansfield Breweries	T & N
Balfour Beatty	Express Newspapers	Manweb	Tarmac
Bankers Trust International	Farrer & Co	Marks & Spencer	Tate & Lyle
Barclays Bank	Fearnley Holdings	Marr Taverns	Tesco
Barry Wehmiller International	FI Group	Marshalls Clay Products	Texas Homecare
BASF	Field Packaging Group	Mattessons Wall's	Thames Water
Bass	Fine Arts Development	MB-Caradon	The Bank of England
Baxi Partnership	Fire and Safety International	McDonalds Restaurants	The Benefits Agency
BBC	Fisons	Mercury Asset Management	The British School of Motoring
Berisford International	Forte	Metro Radio Group	The Champion Sparking Plug Company
BET	Foseco International	Metropolitan Police	The Evening Standard
Betterware Consumer Products	Fosroc International	Midland Bank	The Financial Times
BICC	Freemans	Mitsubishi Electric UK	The International Paint Company
Birds Eye Wall's	Gartmore Investment Management	Morgan Grampion	The Rank Organisation
Booker	Gateway Foodmarkets	Morgan Grenfell	The Reject Shop
Boots Company	GE International	Mowlem Northern	The Royal Bank of Scotland
Bowater	General Accident Group	Murata Electronic (UK)	The Ryvita Company
BP Exploration	George Wimpey plc	Murray Johnstone	The Wellcome Foundation
BPB Industries	Gestetner Holdings	N M Rothschild & Sons	Thomas Cook Group
Brammer	GGT Advertising	National Grid Company	Thorn EMI
Brent Walker Group	Gillette UK	National Power	Thorntons
BrightReasons	Girobank	National Westminster Bank	Threadneedle Asset Management
British Sugar	GKN	Nationwide Building Society	Three Valleys Water
British Railways	Globe Investment Trust	Nestlé UK	Tie Rack
British Telecom	Glynwed International	Network SouthEast	Times Newspapers
British Nuclear Fuels	GPT	Newcastle Building Society	Toxide Group
British Airways	Granada Group	North East Water	Tiphook
British Alcan Aluminium	Granada Rentals	North West Water	TNT Express
British Gas	Granada Television	Northcliffe Newspapers Group	Tomkins
British Land Developments	Grand Metropolitan	Northern Electric	Touche Ross & Co
British Aerospace	Grand Metropolitan Estates	Northern Foods	Toyota Motor Corporation
British Gas	GRE (UK)	Northern Telecom Europe	Trafalgar House
Britvic Soft Drinks	Greenalls Group	Northumbrian Water Group	Transport Development Group
Bromsgrove Industries	Group 4 Alarms	Norweb	Trinity International Holdings
Brunswick	Guinness Brewing Worldwide	NRG Group	TSB Group
BT	Guinness Mahon Holdings	Nuclear Electric	Tyne Tees Television
Bucknall Group	Gulf Oil (GB)	Ogilvy & Mather	UBS
Bunzl	Habitat (UK)	Oxford Instruments	UK Waste Management
Burger King	Hambro Group Investments	Pavilion Services	UK Nirex
Burmah Castrol (UK)	Hamptons	Pearl Assurance	UML
Burson Marsteller	Hardy Oil & Gas	Pentland Group plc	Unigate Dairies
C & A	Harrison & Crossfield	People and Places Property	Unilever
Cabinet Office	Haven Leisure	Pizza Hut International	Unipart Group of Companies
Cable and Wireless	Henderson Unit Trust Management	Portals Group plc	United Newspapers
Cadbury Schweppes	Herbert Smith	Portex & Associates	United Molasses
Calor Gas	Higgs & Hill	Portsmouth & Sunderland Newspapers	United Biscuits
Cameron Mackintosh	Hill and Knowlton	Post Office Counters	United Distillers
Campbell & Armstrong	Hillier Parker	PowerGen	Unity Trust Bank
Canadian Imperial Bank of Commerce	Hillsdown Holdings	Premier Consolidated Oilfields	V.A.G. (UK)
Candover Investment	Hiram Walker Group	Price Waterhouse	Vaux Breweries
Capital Radio	HJ Heinz Co	Procter & Gamble	Vauxhall Motors
Cargill	HM Prison Service	Prudential Corporation	Vickers
Castle Cement	HM Treasury	Psion	Vinten Group
Cater Allen	Holiday Inn Worldwide	Racal Electronics	Virgin Retail
Charles Barker	Holiday Chemical Holdings	Ranger Oil (UK)	W H Smith
Charter Consolidated	Home Office	Rank Xerox (UK)	Warburton's
Charterhouse	Hoskyns Group	Rasheed Shipping London	Wassall
Chase Manhattan	Hospitality Enterprises	Ratners Group	Welsh Office
Chef & Brewer Group	Hunter & Partners	Rechem Environmental Services	Wessex Water
Chemical Bank	IBM (UK)	Redland	Western United Investment Company
Church & Co Footware	Iceland Frozen Foods	Redrow Group	Whitbread
Claremont Garments	ICI Chemicals & Polymers	Reed Elsevier	Whitgates Estate Agency
Clifford Chance	ICI Petrochemicals & Plastics	Reliance Security Group	William Baird
Co-operative Insurance Society	ICL	Research International	Williams Lea Group
Co-op Retail Services	Ideal Homes	Retail Development International	Willis Corroon Group
Coats Viyella	Institute of Directors	Reuters Holdings	Willmott Dixon
Coley Porter Bell	International Distillers & Vintners	Rolls - Royce	Wimpey Construction
Commercial Union	IPC Magazines	Rover Group	Wincanton
Community Hospitals Group	J Sainsbury	Royal Mail	Woolworths
Confederation of British Industry	J P Morgan	Rubicon Partners	WPA Health Insurance
Conoco UK	J T Group	Rutland Trust	WPP Group
Conservative Central Office	J Walter Thompson	S G Warburg	Y J Lovell
Coopers & Lybrand	J Bibby & Sons plc	Saga Group	York & County Press
Costain	J & J Dyson	Samuel Montagu & Co	Yorkshire Building Society
Country Wide Communications	Jaguar Cars	Savills	Yorkshire Water
Courage Group	Janis Porter Group	Scholl	Yorkshire Post Newspaper
Courtaulds	John Mowlem & Co	Scotrail	Yorkshire Cable Communications
Croda International	Johnson Group Cleaners	Scottish & Newcastle	Yorkshire Electricity
Cromptons	K Shoes	Seagram Spirits & Wine Group	Young & Rubicam
Cummins Engine Company	Kellogg Co. of Gt Britain	Sears	Zedcor
Dalgety	Kimberley Clark	Securicor	Zeneca
David S Smith Holdings	Kingfisher	Sedgwick Noble Lowndes Group	
De La Rue	Kleinwort Benson		



The mission of Business in the Community is to support the social and economic regeneration of communities by raising the quality and extent of business involvement and by making that involvement a natural part of successful business practice



BUSINESS in the COMMUNITY

For further information please contact:
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