



The Prince's
Responsible
Business Network

THE PRINCE'S
**SEEING IS
BELIEVING**
VISITS 2023

ANNUAL REVIEW





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ACKNOWLEDGEMENTS

Business in the Community would like to thank the following individuals and companies for their leadership on the 2023 Prince's Seeing is Believing programme of visits and for driving long-lasting change in communities across the UK:

Amanda Blanc, Group Chief Executive Officer, Aviva | **John Fallon**, Chair of Blackpool Pride of Place Partnership
| **Lucy Becque**, Chief People Officer, Coventry Building Society | **Paul Lewis**, Firmwide Managing Partner, Linklaters LLP
| **Prof. Simon Gibson CBE**, Chief Executive Officer, Wesley Clover Wales | **Steve Hughes**, Chief Executive Officer,
Coventry Building Society | **Tara Foley**, Chief Executive Officer, AXA UK&I | **Tim Roberts**, Chief Executive Officer,
Henry Boot Plc | **Zahra Bahrololoumi CBE**, EVP and Chief Executive Officer, Salesforce UK&I

The Prince's Seeing is Believing visits have been made possible thanks to the generous support of Salesforce.

salesforce



COVENTRY
Building Society



Henry Boot

Linklaters

salesforce



Wesley Clover



WHAT THIS YEAR'S SEEING IS BELIEVING PROGRAMME HAS TAUGHT US



MARY MACLEOD

Chief Executive

Business in the Community

When I joined Business in the Community (BITC) as Chief Executive in January 2023 I was struck by how often I heard about the power of BITC's flagship initiative, the Seeing is Believing programme. It's not very often that a programme launched 30 years ago is still as relevant and important today as it was back then. When I meet with senior business leaders, I hear time and time again how attending a visit has changed the way they think about the impact they can have both inside and outside their workplaces. Their words have been matched with real action and the impact from this year's visits further cements the power of what can happen when businesses work together to transform lives and help communities thrive.

This year's visits came at a pivotal time for the UK, with many people struggling to make ends meet due to the rising cost of living. Community groups are also under increasing pressure, with more people having to rely on their support to get by. Businesses can play a unique role in not only addressing the challenges of the day but also in driving the long-term action needed to make the UK a fairer and greener place to live and work.

The Seeing is Believing programme is designed to enable this action at pace and scale.

This year I was delighted to join business leaders from companies such as Aviva, AXA, Salesforce, Linklaters and Henry Boot Plc to continue the incredible work His Majesty The King started in 1990. The programme was founded by His Majesty with a simple concept in mind – to connect business leaders with communities in need. I'm so proud to say that to date over 25,000 business leaders have gone on a Seeing is Believing visit and stepped out of their comfort zone to truly understand that the success of business and society are inextricably linked. The purpose of a Seeing is Believing visit is not only for business leaders to understand the barriers facing communities but also to learn about the business return of working collaboratively on innovative solutions that create long-term change to drive action and better outcomes. I believe that the programme has been vital in shifting the mindset of business leaders to recognise the power that business action can have in our communities.



WHAT THIS YEAR'S SEEING IS BELIEVING PROGRAMME HAS TAUGHT US

“WE ARE STRIVING TO INCREASE THE IMPACT OF THIS WORK BY SETTING THE AMBITIOUS TARGETS OF WORKING IN 50 PLACES ACROSS THE UK AND ENGAGING A FURTHER 10,000 BUSINESS LEADERS IN THE PROGRAMME BY 2032”

This year's visits brought business leaders to Newport, Sheffield, Blackpool, London and Coventry with a focus on issues such as barriers to employment, the rising cost of living and housing. These issues are deeply connected, and we know there is a real business return to addressing them. For example, there is a clear link between access to affordable and good-quality housing and businesses being able to recruit and retain talent. Collective action is essential in addressing these challenges and to enable that, BITC brings together the key local players that are needed to drive change on the ground.

BITC has been working in every region and nation for over 40 years, including some deep transformational work in recent years in places like Blackpool, Bradford, Coventry, Lowestoft, Newport, Norwich, Rochdale, Sheffield and Wisbech. The issues that were around 40 years ago are still challenges that businesses and communities face today. However, I believe that if we are to truly shift the dial on making the UK a fairer and greener place to live and work, collective action by the public, private, and voluntary sectors is essential.

Bringing all sectors together is the first step in driving true collaboration in a place, and that's where the Seeing is Believing programme comes in – it is a powerful lever for long-term change.

The continued success of the Seeing is Believing programme is made possible by the incredible business leaders that take time out of their very busy workdays to listen, learn and act. We're also very fortunate to have the leadership of the Seeing is Believing Council, a group of business leaders chaired by John Studzinski CBE, who are working to ensure values of the programme are maintained and driving our ambition to involve even more business leaders in the years ahead.

We are striving to increase the impact of this work by setting the ambitious targets of working in 50 places across the UK and engaging a further 10,000 business leaders in the programme by 2032. I believe that we've only just touched the surface of what this programme can achieve, and I know that with the continued support of leaders across the UK, we can transform even more lives and help more communities thrive.



A MESSAGE FROM ZAHRA BAHROLOLOUMI CBE



ZAHRA BAHROLOLOUMI CBE

EVP & Chief Executive Officer
Salesforce UK & Ireland

From my work with BITC I have seen first-hand the barriers so many in the UK are struggling to overcome, particularly around education, skilling, and social mobility.

That's why I am so proud of Salesforce's sponsorship and work with BITC's Seeing is Believing programme. The programme was born from the belief that the best way to close the gap between the boardroom and the community is to immerse business leaders with society to turn experience into 'doing'.

From helping community organisations build facilities that better serve the community, to breaking down long standing recruitment barriers that are stopping people from finding employment, the programme encourages meaningful impact.

Earlier this year, I had the honour of leading a visit to Coventry to understand the issues faced by those who are most severely affected by the rising cost of living. We met with brilliant organisations and people to hear about the barriers they are facing in everyday life. It was heartening to see such strong community pride and spirit and to give people hope that by working together, lives can improve.

The programme is much more than just seeing and listening. Vitally, it focuses on decisive action. Seeing the steps that business leaders have agreed to take in Coventry is inspiring and I look forward to Salesforce's continued partnership with BITC.

Collaboration and gathering varied perspectives will help drive positive, long-lasting change. I truly believe that by working together we can achieve great things in Coventry and for its amazing people.



A MESSAGE FROM THE CHAIR OF THE PRINCE'S SEEING IS BELIEVING COUNCIL



JOHN STUDZINSKI CBE

**Managing Director & Vice
Chairman**

PIMCO, Founder and Chairman of Genesis
Foundation, Chair of The Prince's Seeing is
Believing Council

Thirty-three years ago, His Majesty King Charles III established The Prince's Seeing is Believing programme, as he believed in the power of connecting businesses to communities.

This year nearly 80 business leaders attended a visit, and I want to thank all the leaders and delegates for their time, dedication and most importantly the actions they committed to take following this year's visits.

I would also like to thank the amazing front-line community leaders who hosted us and who always moved and inspired us with their relentless dedication, optimism and ingenuity.

The testimonials in this report remain as powerful and moving as ever. A programme that started with a very simple concept enables actions and commitment by business leaders that can create real change in communities and has the power to transform lives.

“I BELIEVE THAT THE SEEING IS BELIEVING PROGRAMME IS MORE IMPORTANT THAN EVER AND I LOOK FORWARD TO WORKING WITH MY COLLEAGUES ON THE COUNCIL TO ENSURE THAT THE KING’S VALUES, INTEGRITY, AND PASSION FOR THE PROGRAMME CONTINUE. I KNOW THE IMPACT OF THESE VISITS IS ONLY GOING TO GET BIGGER AND BETTER.”



A MESSAGE FROM THE CHAIR OF THE PRINCE'S SEEING IS BELIEVING COUNCIL

BUSINESS LEADERS HAVE COMMITTED TO:

- **Long-term commitment to Place Boards, driving strategic change in a community**
- **Financial support to complete vital projects**
- **Providing business skills to support community leaders in developing business plans, and funding proposals and see immediate success as a result**
- **Provide premises, resources, volunteers and skills for projects**
- **Change of business strategy in terms of location, recruitment and progression, and a renewed determination to target specific Places for apprenticeships and internships to help get more young people into work and training**

The impact driven by the visits is also an important tribute to HM The King without whom the programme would not exist. The programme has been the backbone of responsible business for over thirty years and has helped business leaders to think, act and lead differently.

It was because of my belief that the Seeing is Believing programme is the most powerful way for a business leader to understand the interconnectedness of business and society, that I was already converted and willingly stepped up to chair The Prince's Seeing is a Believing Council. I'm enormously proud to do so.

I know the power that the programme can have, but when focused on specific Places, it has become an even greater driver for engagement, and we have seen exciting outcomes from this year alone.

In these difficult times, it's hard to see how individuals and corporates can really make a difference. However, it is the power of the programme that has enabled real collective action, with a clear focus on creating impact at pace and scale.



THE PRINCE'S SEEING IS BELIEVING COUNCIL

The Prince's Seeing is Believing programme was founded by His Majesty King Charles III in 1990. The Prince's Seeing is Believing Council works to ensure that the values and the prestige of the programme are maintained and sustained. The Council comprises of influential and respected business leaders who have attended and led more than three visits and have been personal advocates for the programme's power to drive action.



CHAIR

John Studzinski CBE

Managing Director & Vice Chairman of PIMCO, Founder and Chairman of Genesis Foundation



Allan Leighton

Chair, The Co-operative Group, Pizza Express, Element, Simba and BrewDog



Christine Hodgson CBE

Chair, Severn Trent Plc



Dame Vivian Hunt

Chief Innovation Officer, UnitedHealth Group



Bob Wigley

Chairman of UK Finance, Vesta Global Holdings Ltd, Vizolution Ltd and Bink Ltd



Lord Mark Price

Founder of WorkL and former government Minister for Trade



Sir William Castell LVO

FMedSci



Charles Allen

Lord Allen of Kensington, Chairman Global Media & Entertainment Limited



Sir Richard Lambert

Chair, Bloomsbury Publishing Plc and Bradford Literature Festival



Zahra Bahrololoumi CBE

EVP and Chief Executive Officer, Salesforce UK & Ireland



WHAT MAKES A SEEING IS BELIEVING VISIT SPECIAL?

THE SEEING IS BELIEVING PROGRAMME AIMS TO TRANSFORM LIVES AND HELP COMMUNITIES ACROSS THE UK TO THRIVE, MAKING THE UK A BETTER PLACE TO LIVE AND WORK.

Seeing is Believing visits aim to give business leaders a better understanding of the interconnectivity and complexity of the issues facing communities with areas of multiple deprivation, and the impact these issues have on the lives of individuals. Through meeting and hearing from people in these communities about the challenges they face and their hopes for the future, business leaders are able to learn first-hand about the issues facing a community, and work together, alongside community organisations and local councils, to come up with innovative ways to deliver long-term positive impact at pace and scale. Through public, private, and voluntary sector collaboration, business leaders are encouraged to take immediate and long-term actions to help tackle the issues facing the communities visited, which will both help them support their communities and see the business return of doing so.

The Seeing is Believing visits are designed to encourage business leaders to think strategically about the implications of their own business' practices and the practical actions that can be taken in response to the challenges and opportunities that they hear about on the visits, leading to meaningful long-term impact in the communities. Business leaders are given the opportunity to meet with people who are directly impacted by these challenges and community organisations who are working on the ground to support people living and working in a place. To date, over 25,000 business leaders have taken part in the Seeing is Believing programme, and over the next 10 years BITC's ambition is to involve 10,000 leaders, including CEOs, their leadership teams, and future leaders in the programme.



VISITS 2023

NEWPORT

BITC'S WORK IN NEWPORT IS CENTRED AROUND PILLGWENLLY (PILL) AND FOCUSES ON KEY ISSUES, SUCH AS SOCIAL MOBILITY, EMPLOYABILITY, AND THE SUPPORTING PEOPLE THROUGH THE RISING COST OF LIVING.

Newport is BITC's newest addition to its Place programme, and its first place-based initiative in Wales.



NEWPORT 2023



VISIT LEADER

Paul Lewis

Firmwide Managing Partner,
Linklaters LLP

“ I thought I knew the value of a Seeing is Believing visit but our time in Newport was something else, it was simply transformative. What struck me most was not the disenchantment of many but the unwavering passion, belief, and energy of a few. I left excited and inspired by an opportunity to grow a movement which, in building on those efforts, will bring positive and lasting change across those communities. I am proud that the firm now stands squarely behind the programme, and I am committed to maintaining a leading role in wider partnerships. It has been a remarkable year.”



NEWPORT 2023



“Seeing is Believing visits offer a unique opportunity to provide concrete and impactful solutions to real challenges. I challenge anyone not to be moved by the selfless efforts of local people striving to enhance the lives of people of all ages.”

Prof. Simon Gibson CBE

Chief Executive Officer
of Wesley Clover
Wales, and Chair of
Newport Strategic
Place Board

Visit Delegates

Alex Shapland, Partner, Eversheds Sutherland LLP

Ben Tricklebank, Director, Building Structures, Arup

Brendon Baker, Built Environment Account Lead, Mott MacDonald

Darren Morgan, Director of Economic Statistics Production & Analysis,
Office for National Statistics

David Martin, Partner, Linklaters LLP

David Williams, Senior Partner South West Region, KPMG

Gareth Wood, Vice President Operations, OVO Energy

Hannah Williams, Chief Executive Officer, The Alacrity Foundation UK

Huw Williams, Director Operational Excellence, SPTS Technologies Ltd, KLA

Ian Edwards, Chief Executive Officer, ICC Wales and The Celtic Collection

Imran Mateen, Financial Controller for Wales and SW England, Enterprise Holdings

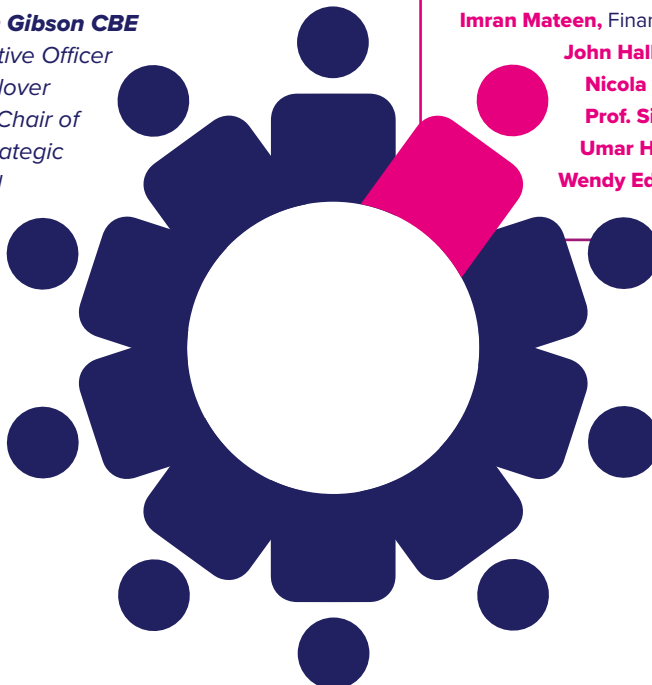
John Haller, EVP, Chief Quality & Operations Officer, Convatec

Nicola Bannister, Financial Support Director, TSB Bank

Prof. Simon Gibson CBE, Chief Executive Officer, Wesley Clover Wales

Umar Hussain MBE, Chief Financial Officer, South Wales Police

Wendy Edwards, Cardiff Growth Project Leader, PwC



ONE IN 10 PEOPLE IN WALES SAID THEY WOULD NEED TO RELY ON COMMUNITY SUPPORT, SUCH AS FOODBANKS OR WARM BANKS, TO GET THROUGH THE RISING COST OF LIVING.



THE VISIT

Business leaders from Linklaters, Mott MacDonald, PwC, and other organisations visited Newport to understand the interconnectedness of the issues that contribute to multiple deprivation in local communities, and how businesses can help to address these issues, whilst also understanding the business return of doing so.

BUSINESS LEADERS HAD THE OPPORTUNITY TO HEAR FROM THE FOLLOWING ORGANISATIONS:

KidCare4U

An organisation that supports families in Newport and Pillgwenlly, predominantly those from Black, Asian, Mixed Race, or other ethnically diverse backgrounds, to acquire the skills and confidence needed to succeed in school, at work, and beyond.

Pill Mill Community Centre

A Community Regeneration Charity, encouraging participation in recreation, leisure, and cultural activities, which make important contributions to the stability and wellbeing of the community of Pillgwenlly.

The centre provides services to help local residents with employment support, advice and guidance, and community involvement.

Eden Gate

An organisation which reaches out to people experiencing homelessness, those who are vulnerable, and those who struggle with drug dependency in Newport.

Operasonic

A community music charity, inspiring people to access, develop, and share creativity through music.

Newport Yemeni Association

A non-profit organisation dedicated to the social, educational, and economic advancement of the Pillgwenlly community, serving as a bridge between all cultures and communities, and providing grassroots services.

Newport Market

An indoor market which is rich in heritage and has been central to Newport life for over 150 years. This is a vibrant community hub in Newport.



ACTIONS TAKEN

DRIVING LONG-TERM COLLABORATIVE INVESTMENT



1 LINKLATERS LLP

After the Seeing is Believing visit to Newport, Linklaters provided support to initiatives across the city.

Paul Lewis, who led the visit, was so moved by what he heard about KidCare4U, an organisation supporting families and young people in Newport, that he organised and facilitated a Seeing is Believing trip of their own to London for some of its beneficiaries, along with an employability day at Linklaters' London office, whilst setting aside five places for KidCare4U students on Linklaters' October virtual work experience programme.

Linklaters also made financial contributions to Eden Gate and Newport Yemini Community Association, after seeing the work that they do to help disadvantaged people in the community, alongside funding an expansion of the Social Mobility Business Partnership in the city. Linklaters has joined the Newport Strategic Board, so that it can continue to drive long-term collaborative investment into Pillgwenlly and other communities in Newport.

Paul continues to mobilise peers from the legal sector to support communities in Newport and is a true advocate for the power of the Seeing is Believing programme.

2 WESLEY CLOVER WALES

As High Sheriff of Gwent, Simon Gibson who is also Chief Executive of Wesley Clover, Director of The Celtic Manor Resort and Local Chair of BITC's Strategic Board in Newport, was so moved and inspired by the work being done by community organisations in Newport, that under his High Sheriff position he awarded representatives at KidCare4U, Newport Yemeni Community Association, and Eden Gate for their tireless work supporting the local community.

After the visit, Simon pledged to refurbish Newport Yemeni Community Association's Computer Suite at the Community Hub in Pillgwenlly.



ACTIONS TAKEN

3

CELTIC MANOR RESORT

Celtic Manor Resort has pledged to develop Eden Gate's garden, and to provide daily nutritious meals for Eden Gate guests, where the centre could only previously provide pot noodles and toast.

It is also developing plans for the delivery of 1,200 frozen meals per month for community groups in Newport and has committed to providing training on health and safety and food hygiene for business owners and organisations across Newport. Celtic Collection has organised a subsequent team visit for 20 Executives to Pillgwenlly, to see first-hand the challenges and opportunities in the community.

Ian Edwards has offered the support of 120 apprentices at The Celtic Collection, who can help out in the Newport community and community organisations. Celtic Collection also has its own college with over 90 accredited courses, covering everything from engineering and mechanical skills to hospitality and catering, for people in the Newport community to benefit from.

Ian has joined Newport's Strategic Board and Simon Gibson is actively advocating for Newport to get a strategic partnership with regional and national Government to help scale up the work being done.

4

ALACRITY FOUNDATION

Hannah Williams, Chief Executive Officer of The Alacrity Foundation, is working alongside

Simon Gibson to set up a translation service at KidCare4U that will benefit the community and help integration and prospects for the future.

The Alacrity Foundation has also committed to holding and promoting a toy project in the lead up to Christmas which, it is hoped, will provide 1,000 gifts to children in Newport.

Hannah has used her extensive knowledge and local contacts to access freezers that will hold the frozen meals provided by Celtic Collection at the distribution point and provided entertainment, including a Father Christmas for the Christmas community get together.

5

MOTT MACDONALD

Mott MacDonald has committed to delivering a biodiversity

project in Pillgwenlly, with a view of increasing the number of green spaces in the area, providing a much-needed space for communities to come together. Mott MacDonald has pledged support to a local business to help it develop its internal inclusive monitoring systems to ensure they are capturing the correct data for their colleagues.

"BITC's Seeing is Believing visit has had a phenomenal impact on KidCare4U. Our clients are 70% residents of the Pill area, and this visit has allowed us to make connections that we never would've dreamt of. During the summer, through this visit, one of the delegates offered 100 people from Pill to visit Techniquet."

"That experience was amazing for the whole family to spend a day at Techniquet without worrying about transport, lunch, and admission fees. We were also invited to visit HQ of Linklaters, and that was a remarkable visit filled with aspirations."

"These are only a couple of examples I am sharing, and we are truly grateful to BITC for highlighting our organisation which is resulting in positive connections for the community we work with."

Rusna Begum

Chief Executive Officer,
KidCare4U



ACTIONS TAKEN

“The Seeing is Believing programme has been a game-changer for our community and organisation. It has connected us with incredible individuals from diverse businesses and organisations who are not only supportive but also go above and beyond to make a meaningful difference in our economically challenged, yet community-rich area.

Pill is a place with tremendous community spirit, and the Seeing is Believing programme is precisely what deprived areas like ours need to foster growth and development for both the locality, businesses, and its residents. The Newport Yemeni Community Association remains deeply grateful for the substantial impact this programme has made.”

Reggie Al-Haddi

Chair, Newport Yemeni Community Association

6 **OVO ENERGY**

OVO Energy is working on a new customer support inclusion strategy, shifting the focus from vulnerable customers only to all customers, to make it more inclusive. OVO is also working to introduce two pilot programmes in Pillgwenlly, delivering energy efficient solutions for voluntary sector organisations and low-income households, alongside advisory services for local residents on managing energy costs and debt.

7 **KLA**

KLA worked with various community organisations to take 100 residents from Pillgwenlly for a work inspiration day at its Science and Tech lab in Cardiff. KLA is also working with children at KidCare4U Saturday Club on STEM activities and supporting young people to understand the career pathways into tech and engineering. In collaboration with the University of South Wales, KLA is working to develop a graduate programme for software graduates, ensuring these opportunities can be accessed by local residents to develop local talent.

8 **CONVATEC**

Convatec, as a result of this year’s visit to Coventry, has started work to understand how it can support communities in which it works, including supporting communities in Rhymney in Wales.





ACTIONS TAKEN

9

ENTERPRISE HOLDINGS

Enterprise Holdings has committed to providing advisory support on financial strategy to Eden Gate and Newport Yemeni Community Association, alongside delivering employability skills workshops when the Yemeni Community Centre opens.

In addition, Enterprise Holdings donated £10,000 to both Eden Gate and Newport Yemeni Community Association. Within its organisation, Enterprise Holdings has pledged to mobilise employee volunteering through its My Purpose My Time volunteering programme and is working with BITC to explore how it can collaborate with other businesses to deliver educational outreach programmes in Newport primary schools.

10

SOUTH WALES POLICE

South Wales Police has worked with Gwent Police to review policing style in communities such as Pillgwenlly and is bringing communities together with to discuss the role of police and how they can better respond to the needs of the community.

South Wales Police is also hosting sessions for young people and residents on 'hidden' roles in the policing sector. After the visit, Umar Hussain MBE, CFO of South Wales Police, committed to helping engage senior police leaders from other regions in BITC's Place work.

11

PwC

PwC is working with Pillgwenlly primary school to deliver tech sessions, and is providing employability skills, confidence building, and CV writing sessions for Refugee Wales.

The firm will be hosting its annual All-Firm volunteering day next year in Newport. Wendy Edwards, Cardiff Growth Project Leader at PwC, has made a personal contribution to KidCare4U to cover the cost of Zumba lessons for six months.

THE VISIT HAS STRENGTHENED BITC'S AND OTHER BUSINESSES' RELATIONSHIP WITH THE NEWPORT CITY COUNCIL, AND BITC HAS SECURED £225,000 FUNDING TO SUPPORT THE DELIVERY OF THE PLACE PROGRAMME IN NEWPORT.



VISITS 2023

SHEFFIELD

BITC'S WORK IN SHEFFIELD IS CENTRED AROUND THE ISSUES IMPACTING FAMILIES LIVING IN AREAS OF SHEFFIELD WITH MULTIPLE DEPRIVATION, WITH A PARTICULAR FOCUS ON YOUNG PEOPLE AND CHILDREN.

Employability, essential skills, and education are key areas of interest in BITC's work in Sheffield.



SHEFFIELD 2023



VISIT LEADER

Tim Roberts

Chief Executive Officer, Henry Boot Plc

“Sheffield is an important place for Henry Boot, with our history with the City going back to the 1880s. Working with local leaders to address some of the city’s challenges and unlock opportunities for the people is essential in making Sheffield a great place to work and live. This year’s Seeing is Believing visit to Sheffield kicked-off some really important work in the City, and I’m proud that Henry Boot is involved.”



SHEFFIELD 2023

Visit Delegates

Lord Andrew Mawson OBE, Chairman, Wellnorth Enterprises

David Schofield, Sustainability Director, Aviva

James Maguire, Store Director, Tesco Plc

Joanne Rowlands, Business Advisor to SVP Europe & UK Head of Country, bp

Julie Hillman, Transformation Director, Worldline

Greg Burke, Director of Place and Civic Engagement, Sheffield Hallam University

Dame Julie Kenny DBE, Master Cutler, The Company of Cutlers, Board Member for AESSEAL

Kelvin Stagg, Chief Financial Officer, Michael Page

Lisa Leighton, Joint Managing Partner, BHP Group

Marie Caliskan, Head of Apprenticeship and Graduate Team, Tesco Plc

Michael Parker, North Area Retail Director, IKEA

Mike Roberts, Regional Managing Director, Barratt Developments Plc

Nick Dunn, Chief Financial Officer, CityFibre

Philip Wainwright, Chief Financial Officer, Wates Group

Pooja Bagga, Director Business IT Operations and Letters, Royal Mail Group

Rachel Fellows, Group Communications Director, Bettys & Taylors Group Ltd

Shaun Khan, Managing Director, Loadhog

14.3%

IN YORKSHIRE AND THE HUMBER, 14.3% OF 16-24-YEAR-OLDS WERE NOT IN EDUCATION, EMPLOYMENT, OR TRAINING IN 2022, HIGHER THAN THE NATIONAL AVERAGE OF 12.3%.



THE VISIT

Business leaders from Henry Boot Plc, Aviva, Barratt Developments Plc, and other organisations visited Sheffield to understand the challenges facing families living in communities with multiple deprivation, with a particular focus on children and young people. The visit focused on how businesses can help address these issues and understand the business return of doing so.

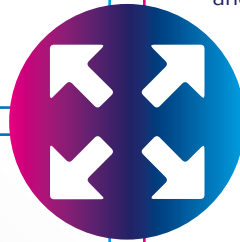
BUSINESS LEADERS VISITED THE FOLLOWING ORGANISATIONS:

Endeavour

A charity which promotes literacy, academic development, and health, as well as outdoor challenge, helping young people negotiate both the digital and physical worlds.

Meynell Community Primary School

A primary school located in Southey, the fifth most deprived ward in Sheffield. Meynell Primary School values the contribution that family life has to offer to a child's education and aim to give the pupils the best possible education.



Longley Park Sixth Form

A Sixth Form which aims to create a world-class environment for learning, which gives access to the best possible facilities and equipment.

Blend Kitchen

A social enterprise which aims to support and change the lives of some of Sheffield's most vulnerable people by providing hospitality training and paid work experience.



ACTIONS TAKEN

1 BARRATT DEVELOPMENTS PLC

After the visit to Sheffield, Barratt Developments Plc and its subcontractors have committed to the building and restoration work needed on the sensory garden at Meynell Primary School. Barratt is also working with BITC to promote the housebuilding industry as a great opportunity for employment and professional apprenticeships.



It is engaging in one of Sheffield's *See it Be it* schools outreach programmes to try and make people aware of the benefits and opportunities of working in the sector.

2 PAGEGROUP

Following the visit to Sheffield, PageGroup is developing a support package for young people in areas of deprivation in Sheffield, to help them apply for jobs, develop skills and confidence, and sell its brand so that young people can find employment and engage with perspective employers.

The support package will be available to all schools and colleges across Sheffield but has been developed to particularly help young people in 16 schools and colleges in areas of deprivation and low sociability that don't have access to the same social capital and parental guidance as young people in more affluent areas of the city.

PageGroup has also offered furniture and equipment to Endeavour and has signed up to BITC's Job Coaching programme which supports jobseekers by connecting them to business coaches.

3 SHEFFIELD PRIDE OF PLACE BOARD

The visit prompted the formation of BITC's Sheffield Pride of Place Board, chaired by Tim Roberts, Chief Executive Officer of Henry Boot Plc, who is also actively involved in the Sheffield Business Together, a partnership between BITC and Sheffield Chamber of Commerce which focuses on delivering multiple community engagement programmes for businesses in Sheffield.

David Schofield, Sustainability Director at Aviva, Greg Burke, Director of Place and Civic Engagement at Sheffield Hallam University, and Nick Dunn, CFO of CityFibre, have also joined BITC's Sheffield Pride of Place Board following the Seeing is Believing visit.

4 HENRY BOOT PLC, SHEFFIELD HALLAM, BHP GROUP & LOADHOG

Henry Boot Plc, Sheffield Hallam University, BHP Group, and Loadhog have also donated items such as clothing and equipment for the forest school, an outdoor education delivery model, at Meynell Primary School, which is supporting children and families in difficult circumstances.



ACTIONS TAKEN

5 BP
bp is reviewing its business objectives on social mobility and examining entry level qualifications for apprenticeships with its HR team.

6 IKEA
IKEA is developing a strategic partnership with South Yorkshire Mayoral Combined Authority and Shelter to deliver 500 beds to children who do not currently have a bed to sleep in.

7 WORLDLINE
Worldline has engaged in a See it Be it educational outreach programme and a Career Ready programme delivered via Sheffield Business Together.

8 COMPANY OF CUTLERS
The Company of Cutlers has organised a visit for the young people from Endeavour to AESSEAL, a design and manufacture sealing solutions company that has offered mentoring support. After attending the visit, Dame Julie Kenny DBE, Master Cutler at the Company of Cutlers, is exploring ways to encourage collaboration between AESSEAL and Longley Park Sixth Form.

9 BETTYS & TAYLORS GROUP
Bettys & Taylors Group Ltd is continuing its funding of a chef at Endeavour to deliver cooking classes to young people and is working with the Council to explore online vocational courses.

10 AVIVA
Aviva has donated a summer house worth over £31,000 to establish the Forest school at Meynell Primary School, which will provide an educational experience for children to spend time in forests or other outdoor areas to learn how to make decisions, solve problems, and take risks. Aviva has also been working to deepen its local engagement in education outreach programmes delivered in Sheffield through the See it Be it programme and Sheffield Business Together.

In addition, Aviva has joined the Sheffield Pride of Place Board, and is leading a working group to examine socio-economic data to identify the key themes where businesses can make a tangible impact in Sheffield. Aviva is also looking to offer secondment within the business to write a Prospectus for Sheffield.

“During the visit to our school, we outlined our context, spoke to delegates about the barriers and challenges our children, families, and wider community are facing, and the potential impact that these can have on their future life chances and dreams. We demonstrated ways in which we support our community and are more than ‘just a school’, from clothing donations and uniform swap shop to food hampers, donations of beds, and Christmas presents. We outlined what Adverse Childhood Experiences are and the impact this can have on a child and potentially how this can present itself in an individual not being ‘learning ready’.

The event was supported by a number of parents and a tour of our extensive grounds with an insight into our vision. The support since the event has been phenomenal. The impact the Forest School and Sensory Garden will have on our children with Special Education Needs will be exceptional. Thank you so much to everyone involved.”

Vikki Garratt

Head Teacher, Meynell Primary School



VISITS 2023

BLACKPOOL

BITC HAS BEEN WORKING IN BLACKPOOL FOR OVER SEVEN YEARS TO PROMOTE ECONOMIC DEVELOPMENT AND TACKLE SOME OF THE AREA'S MOST DIFFICULT ISSUES.

Through the Blackpool Pride of Place Partnership, a group of local leaders working to deliver an ambitious agenda for the town, BITC has brought together the private, public, and voluntary sectors to focus on housing, health, education, skills and employment opportunities, and digital transformation.



BLACKPOOL 2023



VISIT LEADER

Amanda Blanc

Group Chief Executive Officer
of Aviva

“It is inspiring to see how Blackpool is successfully tackling the various challenges it faces. Through businesses and local communities working together, new opportunities are being created, lives are being improved, and Blackpool is being regenerated.”



BLACKPOOL 2023



“The Blackpool Pride of Place has created a unique local partnership that has found new ways to tackle the town’s long-standing issues together. Our commitment to collaboration is bringing real world results and allowing us to change the lives of the residents and communities who need it most.”

John Fallon

Chair of Blackpool Pride of Place Partnership and former Chief Executive Officer, Pearson Plc

Visit Delegates

Dame Alison Nimmo DBE, Independent Non-Exec at Cadogen, Independent Non-Exec at Thomas White Oxford, Chair of MACE group’s Advisory Board, Lead NED at DLUHC, and member of Imperial College London’s Property Committee

Alyson Heald, Partnerships Director NW, Trafford Housing Trust L&Q

Chris Hall, Managing Director, QuestGates

Ian Melling, Chief Financial Officer, Victrex

Jane Ashcroft CBE, Vice Chair, Associated Retirement Community Operators

John Fallon, Chair of Blackpool Pride of Place Partnership and former Chief Executive Officer, Pearson Plc

John Morgan, Chief Executive Officer, Morgan Sindall Group

Jonas Persson, Managing Director, Head of Sustainability and ESG Financing, Lloyds Banking Group

Katie Grosvenor, Chief Client Engagement & Growth Officer, GroupM UK (WPP)

Lord Kulveer Ranger, SVP Head of Strategy, Marketing, Comms & Public Affairs - N Europe APAC & India, Atos

Louise Beardmore, Chief Executive Officer, United Utilities Plc

Matt Ashworth, Manufacturing Director, BAE Systems Plc

Dr Scott Elliott, Chief Operating Officer, Hydrock

Stephen Doherty, Chief Brand and Corporate Affairs Officer, Aviva





THE VISIT

Business leaders from Aviva, Lloyds Banking Group, Atos, and other organisations visited Blackpool to understand the challenges people face in communities, including employment, housing, and support services. Some of the areas that were explored include access to good quality housing, providing jobs, skills, and housing for people in recovery, and increasing opportunities for young people. Business leaders also heard about the opportunities in Blackpool, and how the Pride of Place Partnership is working to transform Blackpool through ambitious digital plans.

BUSINESS LEADERS HAD THE OPPORTUNITY TO HEAR FROM THE FOLLOWING ORGANISATIONS:

Jobs, Friends & Houses

A community organisation which aims to inspire and nurture people in abstinent recovery and support them as they grow and develop, by offering high-standard accommodation and empowering them to recover in a community setting and live more fulfilling lives.

Magic Club

A youth club offering a safe space, trusted adults, and a wide range of activities, such as club sessions, training, trips, and residential to children in Claremont, to help them reach their full potential.

Blackpool Football Club

Blackpool FC Community Trust is the official charity of Blackpool Football Club, providing a diverse range of programmes to increase social inclusion, improve physical fitness, health, and education, and lessen involvement in anti-social behaviour.

Blackpool Housing Company

A subsidiary company of Blackpool Council, acquiring and delivering private rented housing to National Space Standards.

Westminster Primary School

A school striving to improve standards in reading, writing, and maths through a broad and balanced curriculum, giving children the experiences and opportunities they need to succeed.

Lancashire Energy HQ

Hosted a session where business leaders heard about Silicon Sands, an ambitious vision to reimagine the future of Blackpool through a digital lens, and the role that innovation plays in Blackpool's renewal, from ethical Data Centres to a Tech Hub, along with ambitious plans to put Blackpool on the map for Esports.



ACTIONS TAKEN

1 AVIVA

Following a Seeing is Believing visit to Blackpool, led by Amanda Blanc, Group Chief Executive of Aviva, BITC announced Aviva as its Founding Place Partner to help expand BITC's long-term national place strategy to support communities across the UK.

The partnership, which will encourage other businesses across the UK to join the movement, aims to help build thriving

communities by convening local community groups, businesses, and local councils to create a strategic vision for long-term change. It's a locally owned approach to defining, prioritising, and addressing the challenges identified by communities themselves. For example, improving access to education, employment, housing, and local facilities, and tackling wider inequalities facing individuals throughout the UK.

Aviva is the first Place Partner helping to develop this work, focused on increasing the number of communities currently supported by BITC's Place programme. As the UK's leading insurance, wealth and retirement business, with 16 million UK customers, the partnership builds on Aviva's existing work to positively impact the communities where its employees and customers live and work. It also builds on BITC's 40 years of experience in transforming communities and is part of its ambition to support 50 communities across every region and nation in the UK by 2032.

2 UNITED UTILITIES

Following the visit to Blackpool, United Utilities knew it needed to take a leading role in helping Blackpool communities, which led to it joining the Blackpool Pride of Place Partnership and supporting BITC's work in Rochdale by joining the Rochdale Place Board and leading a Seeing is Believing visit to Rochdale in 2024.

United Utilities has also committed to taking on 10 apprentices next year from Blackpool and is considering how it can support digital training solutions at Blackpool & The Fylde College. United Utilities is has also met with The Magic Club to agree how it can support the organisation to help young people in Claremont reach their full potential.

After the visit, United Utilities also decided to hold its Annual Conference in Blackpool, bringing 6,500 colleagues to Blackpool to boost tourism and the economy of the town.





ACTIONS TAKEN

3

BAE SYSTEMS

BAE Systems has continued its commitment to representation on the Blackpool Pride of Place Partnership and is seeking the right person from within the organisation who can support the priorities.

4

HYDROCK

Hydrock is providing advice and support to Blackpool Council and Lancaster University with their Ethical Data Centre and District Heat Networks. It is also working with the Magic Club to explore a Community Energy Scheme. Hydrock is exploring a partnership with Blackpool and The Fylde College, offering an apprenticeship linked to Nuclear, as part of its commitment to STEM.

5

MORGAN SINDALL GROUP

Morgan Sindall Group is in conversation with Homes England, the Department for Levelling Up, Housing and Communities, and Blackpool Council about how it can best support housing renewal in Blackpool. Through some of their group companies they are seeking to support two of BITC's Place Boards, Blackpool and Bradford, along with BITC's National Place Taskforce.

6

LLOYDS BANKING GROUP

Lloyds Banking Group is continuing its support of Blackpool through representation on the Blackpool Pride of Place Partnership and helping to upskill local residents through its Digital Academy. It is also seeking to support the housing renewal ambition where the opportunity arises.

7

TRAFFORD HOUSING TRUST (L&Q)

Trafford Housing Trust (L&Q) is exploring how it can strategically support BITC's 50 Places by 2032 ambition and is in conversation with Lancaster University around the retrofitting of a District Heat Network into social housing.

8

QUESTGATES

QuestGates has committed to embedding responsible business within its organisation and, following the visit, decided to host its annual Manager's Conference in Blackpool.





ACTIONS TAKEN

9

ATOS

Atos is continuing its representation on the Blackpool Pride of Place Partnership and providing expert support for the digital workshops linked to Blackpool's Tech Hub.

After attending the visit, Lord Kulveer Ranger, SVP Head of Strategy, Marketing, Comms & Public Affairs - N Europe APAC & India at Atos, has committed to promoting the Esports ambition in Blackpool. Atos has also extended the secondment of Blackpool's digital lead for another year.

10

VICTREX

Ian Melling, CFO at Victrex, is an advocate for the Blackpool Pride of

Place Partnership and continues to support Victrex's representation on the Board and the Fylde Coast Responsible Business Network. Ian is looking at how to improve numbers of employee volunteering days to support more community projects in and around Blackpool.

11

DAME ALISON NIMMO DBE

Dame Alison Nimmo DBE, Independent Non-Exec at

Cadogen, Independent Non-Exec at Thomas White Oxford, Chair of MACE group's Advisory Board, Lead NED at DLUHC, and member of Imperial College London's Property Committee, is championing the regeneration of Blackpool with an interest in housing.

12

JANE ASHCROFT CBE

Vice Chair of the Associated Retirement Community Operators,

is advocating for the Seeing is Believing programme and is helping to engage the housing sector in BITC's work.

"The Magic Club has worked in partnership with BITC's Blackpool Pride of Place Partnership since our inception. We are part of their Claremont Steering Group, working with business, public, and voluntary partners to make a tangible difference in our area. We have also hosted and presented at the Fylde Coast Responsible Business Network, building relationships with businesses which have resulted in funding and invaluable pro bono support for our charity.

We were delighted to be asked to support this year's SIB visit, which gave some of our members the opportunity to share their thoughts on the challenges and opportunities for other young people in Blackpool. Their testimony was incredibly well received and as a result of their insights, we have been able to establish new relationships with national businesses, raising our profile and the voice of our young people as well as drawing down financial and practical support."

Laura White

Chief Executive, Magic Club



VISITS 2023 **LONDON**

**THE FOCUS OF THIS YEAR'S SEEING IS BELIEVING VISIT
TO LONDON WAS ON SOCIAL MOBILITY.**



LONDON 2023



VISIT LEADER

Tara Foley

Chief Executive Officer, AXA UK & Ireland

“Leading a Seeing is Believing visit gave me critical insight into how difficult it is for some young people to gain and stay in employment. To hear first-hand the barriers facing young people when they just want to get on in life, further reiterates the importance of collective action by business leaders to break down these barriers. To address these challenges, we need to develop a plan that all businesses can get behind to better support young people entering the world of work.”



LONDON 2023

Visit Delegates

Andrew Masraf, Global Senior Partner, Pinsent Masons LLP

Caroline Howarth, Finance Director, Enterprise Rent-A-Car

Emma Hoskyn, UK Head of Sustainability, JLL

Fady Khayatt, Partner, Oliver Wyman

Jamie Masraff, Chief Executive Officer, Onside Youth Zones

Kapil Chandra, Senior Partner, McKinsey & Company

Shobi Khan, Chief Executive Office, Canary Wharf Group

Sir Harvey McGrath, Chair of the Advisory Board, Impact Investing Institute

Stephanie Mestrallet, Vice President, JP Morgan

Steven Henderson, Chief Executive Officer, Wheatley Group

Suzanne Scott, Chief People and Corporate Responsibility Officer, AXA UK & Ireland

Tom Clementi, Chief Executive Officer, Pool Re



ONE IN 10 YOUNG PEOPLE IN LONDON ARE NOT IN EDUCATION, EMPLOYMENT, OR TRAINING, DESPITE THERE BEING A RECORD NUMBER OF JOBS AVAILABLE OVER THE PAST TWO YEARS.



THE VISIT

Business leaders from AXA, McKinsey & Company, JP Morgan, and other organisations visited communities in South London to understand the challenges which young people face when looking for work.

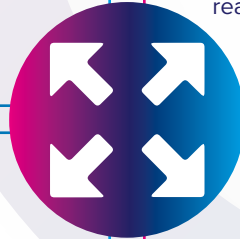
BUSINESS LEADERS VISITED THE FOLLOWING ORGANISATIONS:

Jobcentre Plus

A government-funded employment agency, aiming to help people of working age find employment in the UK.

Young Lewisham Project

A charity providing young people aged 11-19 with alternative educational and training opportunities, offering vocational programmes to young people who are not reaching their full potential in mainstream education.



LDN Apprenticeships

An organisation offering different apprenticeship pathways to 16-30-year-olds, from digital to marketing, providing support in career progression.

Thames Water

Thames Water offers apprenticeships as a route to employment and runs various programmes which promote social mobility.



ACTIONS TAKEN

1

AXA

The Chief Executive Officer of AXA UK & Ireland, Tara Foley, led the Seeing is Believing visit to London in 2023.

The visit was focused on understanding the challenges facing young people looking for work, and how, in turn, businesses could support them.

AXA UK is a founding member of BITC and has been involved in a number of initiatives over the years to support people living and working in communities across the UK.

In response to the pandemic, AXA UK & Ireland became a founding member of the National Business Response Network: a programme set up to connect community needs with business support. With the support of AXA, the National Business Response Network helped nearly two million people across the UK.

In addition, AXA and BITC have worked closely together to help more people get into work, through a job coaching initiative.

The Job Coaching programme aims to support job seekers through a series of one-to-one business-led coaching sessions, helping to build an inclusive workforce by supporting people who face barriers to employment across the UK.

2

JLL

JLL is using insights from the London visit to review its Social Value and Social Mobility strategies.

3

OLIVER WYMAN

Oliver Wyman is working with BITC's advisory services on an inclusion advisory package.

4

ONSIDE YOUTH ZONES

OnSide Youth Zones is encouraging all new Youth Zones to create strategic partnerships with their local Jobcentre Plus and is looking at how they could carry out this approach nationally.

5

MCKINSEY & COMPANY

McKinsey & Company is reviewing its approach to responding to job applicants, and looking to understand which existing local partnerships they can deepen engagement with to tap into a more diverse talent pool.

It is also working with BITC to explore support on inclusive recruitment practices and acting as an advocate for the Seeing is Believing programme to engage more

senior leaders in visits and deepen their understanding of the social mobility agenda.

6

IMPACT INVESTING INSTITUTE

Sir Harvey McGrath, Chair of the Advisory Board at Impact Investing Institute, is supporting BITC's Place work and the development of a Norwich Place prospectus, setting out key ambitions for the place.

7

JP MORGAN

JP Morgan has used insights from the visit to inform a newly developed strategy on supporting places holistically through local partnerships.

8

WHEATLEY GROUP

Wheatley Group is championing social mobility in Scotland and will be leading a future Seeing is Believing visit in Scotland.



VISITS 2023

COVENTRY

BITC'S WORK IN COVENTRY IS FOCUSED ON TACKLING INEQUALITIES, INCREASING ACCESS TO EMPLOYMENT, AND HELPING THE LOCAL COMMUNITY WITH THE RISING COST OF LIVING.

BITC's work is centred in the areas of Foleshill and Longford.



COVENTRY 2023



VISIT LEADER

Zahra Bahrololoumi CBE

EVP and Chief Executive Officer,
Salesforce UK & Ireland

“ From my work with BITC, I have seen first-hand the barriers so many in the UK are struggling to overcome, particularly around education, skilling, and social mobility. That’s why I am so proud of Salesforce’s sponsorship and work with BITC’s Seeing is Believing programme.

The programme was born from the belief that the best way to close the gap between the boardroom and the community is to immerse business leaders with society to turn experience into ‘doing’.”



COVENTRY 2023



“Coventry is special place and is important to many people. In my role as CEO of Coventry Building Society, I take immense pride in the work we have done to collaborate with other business and community leaders to make the city a great place to live and work. The collective action taken by business leaders to address challenges and unlock the opportunities that this great city has to offer has been essential in ensuring that no one gets left behind. Bringing people together from across the UK wouldn’t have been possible without BITC’s Seeing is Believing programme.”

Steve Hughes

Chief Executive Officer, Coventry Building Society and Chair of Coventry Leaders Network

Visit Delegates

Abbie Walsh, Partner, Deloitte Digital

Dr Andrew Rogers, Consultant Clinical & Forensic Psychologist & Co-Director, Changing Minds Ltd.

James Bain, Chief Operating Officer, Worldline

Jason Roberts, Chief Executive Officer, Kaleida

Joe Carroll, General Manager, Amazon Web Services

Julian David, Chief Executive Officer, techUK

Lucy Becque, Chief People Officer, Coventry Building Society

Marco Amitrano, Managing Partner & Head of Clients and Markets, PwC

Mark Darby, Chief of Staff, UKI CEO Office, Salesforce

Mikail Weir, Finance Transformation, Scrum Master, Coventry Building Society

Neal Sunners, Chief Information Officer, DHL

Phil Andrew, Chief Executive Officer, Orbit Group Ltd

Ranjit Blythe, Chief of Staff, MBA MCIM, Cadent Foundation



ONE IN 10 PEOPLE IN THE WEST MIDLANDS HAVE SAID THEY WOULD NEED TO RELY ON COMMUNITY SUPPORTS, SUCH AS FOODBANKS OR WARM BANKS, TO HELP THEM DURING THE RISING COST OF LIVING.



THE VISIT

Business leaders from Salesforce, Coventry Building Society, Orbit Group, and other organisations visited Coventry to understand the issues faced by those who are most severely affected by the rising cost of living, including those who are actively looking for work. The visit focused on how businesses can help to address these issues, whilst also understanding the business return of doing so.

BUSINESS LEADERS HAD THE OPPORTUNITY TO HEAR FROM THE FOLLOWING ORGANISATIONS:

Grace Academy Coventry

A secondary school which helps to support young people who may have additional support needs, giving them the best tools possible to unlock their full potential, including a family support worker and a youth worker.

St Francis Employability

A charity which aims to transform its local community and the lives of the local residents by helping them to move towards social and financial inclusion and meaningful engagement in employment and education, so they can live a fulfilling life.

Positive Youth Foundation

A charity which helps young people aged 8-25 in Coventry through advocacy and consultancy services, programmes, and strategic support.

Go Foleshill

A project run by Positive Youth Foundation, aiming to support children and families in Foleshill to be more active through outdoor programmes.

Foleshill Community Centre and Social Supermarket

A community centre in Coventry which houses a Social Supermarket, which has distributed 5,000 bags of shopping to local families since March 2020. The Centre also has a community garden, where vegetables are grown for the supermarket, which helps to support mental and physical wellbeing, and a community café, which provides a warm and safe space for those who need it.



ACTIONS TAKEN

1 SALESFORCE

In 2022, Zahra Bahrololoumi CBE, EVP and Chief Executive Officer of Salesforce UK & Ireland attended a Seeing is Believing visit to Coventry. Alongside other C-suite leaders, Zahra visited organisations in communities across Coventry that provide much-needed support for people living and working in the city.

The visit to Coventry in 2022, led to Zahra joining the board of Coventry Leaders' Network, and return to Coventry as the 2023 Seeing is Believing visit leader. In addition, Salesforce is working closely with organisations in Coventry such as the Foleshill Community Centre and Positive Youth Foundation to identify where Salesforce can further help.

The 2022 visit also led to Salesforce committing to support BITC to run the Seeing is Believing programme over the next three years. This funding has made it possible for nearly 80 C-suite leaders to visit communities across the UK in 2023.

2 AMAZON WEB SERVICES

Since the visit, as part of the broader digital skills agenda, Amazon Web Services is visiting Grace Academy to run a session for students, titled "Building \$1bn business ideas at Amazon" and plans to extend the Amazon Web Services restart program which focuses on digital skills training and job placements across the UK and around the world. The organisation is also helping to facilitate a Crowdfunder to raise funds for building works for St Francis Employability, in collaboration with Salesforce, who will be working to raise profile of the work through its owned channels. Joe Carroll, General Manager of Amazon Web Services, who attended the visit, has agreed to join Coventry Place Board and as part of this commitment, he will support the development of a workplan for business collaboration in Coventry and will present this at the reconvene hosted by Zahra Bahrololoumi CBE, EVP and Chief Executive Officer of Salesforce UK & Ireland, in February next year





ACTIONS TAKEN

“On behalf of Positive Youth Foundation, my ongoing thanks to the team at Business in the Community and all of the business leaders who are engaging in the latest round of Seeing is Believing events. The impact that these visits have, and more importantly the follow up activity with local organisations and communities is second to none when it comes to connecting businesses with social outcomes.

We have witnessed first-hand the power of this programme and continue to engage and advocate for it as vehicle for social change. The support we have received is epitomised within our relationship with Salesforce, who have worked closely with us to business plan, strategise and have also benefited us with direct funding for our work with young people in Coventry.”

Rashid Bhayat Doc.Litt, MBE

Chief Executive Officer, Positive Youth Foundation

3 COVENTRY BUILDING SOCIETY

Coventry Building Society is continuing its role in actively championing BITC's Place work in Coventry, chairing the Strategic Board and delivering a comprehensive community engagement and support programme. It is also supporting Foleshill Community Centre with the implementation of financial management systems so the organisation can manage funding through bids and fundraising. Coventry Building Society is exploring how it can use its existing resources to support frontline voluntary sector workers with their mental health and wellbeing.

4 KALEIDA

Kaleida has pledged nearly 200 books to Grace Academy College, where more than half of the students do not have any age-appropriate book at home.

5 CADENT

Cadent is organising a site visit to their Coventry offices for Grace Academy students and is exploring the possibility of providing its employees as volunteer business mentors for Grace Academy's sixth form students. It will also continue its support of Foleshill Community Centre.





ACTIONS TAKEN

6

WORLDLINE

Worldline is working with BITC to explore the opportunity for a national programme on social mobility, emphasising access to skills, work experience, and employment opportunities. It is also hoping to lead a Seeing is Believing visit in the future.

7

ORBIT GROUP

Orbit Group has committed to carrying out building works in St Francis, including fixing a leaking roof, in collaboration with Salesforce and Amazon Web Services, who will help to raise awareness of and fund the project.

“I am so pleased to have been involved in the Seeing is Believing visit. As a small charity, we spend our time serving those who need our help, and it’s not very often that we are given the opportunity to talk to other people about some of the things we see and hear on a day-to-day basis. It was heartwarming to know that there are people out there who are willing to take time out of their busy schedules to listen, learn and support some of our initiatives.”

Selina Read

Chief Executive Officer, St Francis
Employability

“Prior to last year’s visit I was feeling very isolated, I felt at the visit that the organisations involved genuinely cared and were listening to the work we do and how difficult that is with such limited resources. After the event lots of organisations came forward and offered financial support which enabled our kitchen and cafe to be built, alongside practical support drawing on the skills and expertise of organisations. I will be forever grateful for the support shown to us during this time.”

Helen Needham

Chief Executive Officer, Foleshill
Community Centre



2022 VISITS

In 2022, BITC ran four Seeing is Believing visits, bringing business leaders into Rochdale, Coventry, Bradford, and Norwich to devise long-term and transformational solutions to issues facing these communities, with an ambition of creating impact at pace and scale.



ROCHDALE 2022

The visit to Rochdale, led by Allan Leighton, Chair of The Co-operative Group, Pizza Express, Element, Simba, and BrewDog, enabled business leaders to better understand the employment barriers faced by young people from disadvantaged backgrounds.

The visit highlighted the need for a flexible approach to recruitment, and for collaboration between business, educational institutions, and the voluntary sector to support, train, and offer



employment to young people in Rochdale. In Rochdale, there was a lack of cohesive plan surrounding how to get more young people into employment, which led to community and educational institutions competing for support.

Business leaders heard from representatives from the Rochdale community about the challenges that residents face, focusing mainly on those facing young people. Business leaders also visited Langley Sure Start Centre, which offers a safe and family friendly environment for families with children up to the age of five. Business leaders heard about the challenges faced by the residents of Langley estate and what impact these challenges can have on work opportunities and aspirations for their families. The visit also brought business leaders to Hopwood Hall College, a further education vocational college in Rochdale to understand how schools and colleges can equip young people with life-long skills.



“Last year’s visit shed light on some of the areas of Rochdale that are facing challenges leading to deprivation, and the sense of community and ambition held by the people in these communities was incredible. I am delighted that the visit has led to the development of the town’s first Prospectus, which will set out a shared vision and key priorities for the town. The introduction of the Prospectus will help to transform communities in Rochdale, bringing about long-term meaningful and transformational change which will positively impact the people of Rochdale for many years to come.”

Amanda Anderson

*Director of Place, Operations & Strategy,
Business in the Community*



AFTER THE VISIT, BUSINESS LEADERS COMMITTED TO TAKING THE FOLLOWING ACTIONS BASED ON WHAT THEY SAW AND HEARD DURING THE VISIT:

Growing Leadership:

- The Co-operative Group committed to a long-term review of its recruitment and employment policies to remove barriers to entry and ensure working parents can stay in employment, following the visit to Langley Sure Start Centre. It is also working with BITC to extend its Mental Health Wellbeing programme and expand its learnings from its Academies School approach, working with schools in Rochdale and Hopwood College specifically.
- United Utilities, Willmott Dixon, KPMG, NatWest, and AND Digital all joined or extended their participation in BITC's Rochdale Regeneration Board to offer more strategic support to the Rochdale community. KPMG is now chairing the Rochdale Regeneration Board.

Driving Place-Based Solutions:

- AND Digital chaired a board meeting in Rochdale to drive more business engagement in the town. It has offered to host a hackathon with businesses in BITC's North West Leadership Board to design an upskilling programme at Langley Sure Start Centre.
- The Rochdale Regeneration Board hosted a cost of living conference to bring together community organisations and businesses to identify ways of working together to support people struggling with the rising cost of living.
- United Utilities, Willmott Dixon, NatWest, and KPMG committed to engage in career enrichment activities for young people in Rochdale, supporting the Rochdale Schools Menu and helping more schools achieve their Gatsby benchmark goals.

Local Impact:

- NatWest and KPMG have also continued supporting initiatives in Rochdale, such as the Schools Menu and the Asian Business Network, as well as skills co-creation pilots. The organisations have also provided volunteers to lead three drop-in surgeries for the Asian Business Network, facilitated by BITC, offering free advice.
- The Co-operative Group launched a partnership with Your Local Pantry, aiming to create over 150 new pantries over three years in areas that need them most, including Rochdale.
- The Rochdale Regeneration Board is now developing the town's first Prospectus, setting out a shared vision for the town and the critical priorities it will focus on.



COVENTRY 2022

The Coventry visit, led by John Allan CBE, focused on tackling inequality, unemployment, and deprivation. The visit emphasised the need for businesses to engage with their communities by listening and understanding the challenges they face, and take action by collaborating to provide services and support to those who need them most.

Business leaders visited organisations such as Foleshill Community Centre, which supports over 10,000 of Coventry's most vulnerable people, with a social supermarket that gives people a dignified shopping experience. They also visited Positive Youth Foundation, a charity which supports young people aged 8-25 through programmes relating to education, employment, and training, healthy lifestyle, arts and culture, and social action, alongside strategic support for policy leads, commissioners, funders, and agencies.



“The Seeing is Believing visits to Coventry have been instrumental in driving business engagement in the city, leading to more businesses working collaboratively together to support a long-term strategic plan aimed at driving transformative change. Since the 2022 visit, businesses provided support to Foleshill Community Centre which enabled them to access funding to support the development of a community café. It was great to be able to take business leaders for lunch at the centre during the 2023 visit, letting them see first-hand the difference that can be made with their support. I look forward to seeing the impact that the commitments from this year’s visit can make and most importantly, the positive change it can bring to the people living and working in Coventry.”

Heather Black

Strategic Partnership Manager, Coventry,
Business in the Community



The programmes have helped young people to reduce offending rates and substance misuse, develop independent living skills, and become positive role models and mentors.

The visit also brought business leaders to Severn Trent Training Academy, which offers opportunities to gain valuable employability skills and training.



BUSINESS LEADERS DISCUSSED THE NEED FOR GREATER CORPORATE SUPPORT FOR APPRENTICESHIPS. SINCE THE VISIT, BUSINESS LEADERS HAVE COMMITTED TO TAKING THE FOLLOWING ACTIONS:

Growing Leadership:

- Coventry Building Society, Salesforce, Capita, Jakes Restaurants (T/A McDonald's), and Orbit have all joined or renewed their commitment to BITC's Coventry Leaders' Network, a group of business leaders focused on taking action on issues in Coventry. The Network has developed a cost of living manifesto, connecting business support activity to communities in need.
- National Grid is supporting young people in Coventry, working with eight schools on a skills programme and supporting a growing number of undergraduates from low-income backgrounds in Coventry.
- Salesforce committed to funding Seeing is Believing visits, to drive BITC's place work, for three years, and led the Seeing is Believing visit to Coventry in 2023.

Driving Place-Based Solutions:

- Capita has committed to supporting education initiatives nationally through BITC's Employment & Skills Leadership Board and is working with BITC in Coventry to provide volunteers to support literacy initiatives, including a primary school reading programme in collaboration with Bookmark.
- Meggitt has committed to engage schools in Coventry, allowing BITC to provide pupils with employability upskilling.

Local Impact:

- John Allan CBE took senior management from Tesco to visit the Positive Youth Foundation, to help support young people into employment, which led to a review of Tesco's own approach to removing barriers to employment.
- Coventry Building Society, National Grid, Salesforce, and Linklaters matched funds to Foleshill Community Centre and Social Supermarket, enabling the Centre to start improvement works on the kitchen, extending the existing space and creating a café to generate income. In 2023, business leaders returned to Foleshill Community Centre to see the completed works and hear about how the work helped with providing further support to the community.
- Salesforce has run a scoping exercise in Foleshill Community Centre, looking at existing systems and supporting the Centre to operate more efficiently. It not only provided funding to support the delivery of programmes but returned to the Positive Youth Foundation to start developing mentoring plans to support young people to grow their confidence and prepare for work.



BRADFORD 2022

The visit to Bradford, led by Dame Alison Rose, former Chief Executive Officer of NatWest Group, focused on the need to create a thriving and diverse SME community and the importance of business interventions. The visit highlighted the importance of nurturing SMEs and understanding the challenge they face in Bradford, and the important support, skills, and expertise that larger businesses can provide to help them develop and grow. Whilst SMEs in the city centre can sometimes receive this type of support, those in further-out areas often miss out.

Business leaders heard from a panel of SME owners, who spoke about the SME agenda and how it is unique to Bradford. They also visited Huma Humad, an Asian Bridal Wear designer, where the owners told them about their path to setting up their own business and their aspirations for the future. The visit also brought business leaders to Keighley Asian Women & Children's Centre, which provides a range of services such as advice and guidance, educational classes, health activities, and youth clubs.

Business leaders heard about the employment opportunities available with small grant support for women from diverse backgrounds, including many that are victims or survivors of domestic abuse. The Centre aims to support women in gaining new skills and learning English, and offers them a safe space. Business leaders also visited Keighley College and engaged with students across a number of vocational courses to understand what businesses can do to facilitate their growth, access to jobs, and understanding of careers landscape.



"It's really impressive to see the reach and scale of the impact from the 2022 Bradford Seeing is Believing visit. The impact is a testament to the power and importance of the Seeing is Believing programme. With SMEs situated in the city centre often getting more support than those further out, last year's visit gave business leaders the opportunity to meet with SME owners from all areas of Bradford to understand their concerns and provide guidance and advice to SME owners to help them upskill their employees and grow their businesses. It was so inspiring to see how willing business leaders were to connect, collaborate, and offer support to local communities. It's true what they say, you can't have a healthy business without a healthy community, so by taking action these businesses are now reaping the benefits."

Farida Zaman

Local Development Lead, Bradford,
Business in the Community





AS A RESULT OF THE VISIT, BUSINESS LEADERS HAVE COMMITTED TO TAKING THE FOLLOWING ACTIONS:

Growing Leadership:

- Provident Financial, Card Factory, and Skipton Building Society have engaged in BITC's Bradford Place work, establishing a sustained approach to long-term transformation.
- BITC is working with the founder of the Bradford Literary Festival and a number of other charity partners to complete a review of literacy levels in schools in Keighley, so literacy levels can be improved amongst primary school pupils in Bradford.

Driving Place-Based Solutions:

- NatWest has provided direct support to a local small business, reviewing its business strategy, offering practical guidance, and providing a recovery loan. It is also continuing its support of the SME community in Bradford by providing a programme of upskilling opportunities, with a focus on small businesses from areas experiencing deprivation.
- Yorkshire Building Society is involved in BITC's SME Taskforce, providing mentoring for SMEs. Yorkshire Building Society's CEO, Susan Allen OBE, is leading the Seeing is Believing visit to Bradford in 2024.
- Ex-Pressed Steel Panels and Keighley College have supported a local project at Keighley Asian Women and Children's Centre to refine its business model and support a newly established catering business.

Local Impact:

- Dame Alison Rose provided practical guidance to Huma Humad and provided a recovery loan of £150,000 as a result of the visit.
- Huma Humad has been introduced to Excelledia to develop a fashion app to help with online operations.



NORWICH 2022

The Norwich visit, led by Peter Simpson, Chief Executive Officer of Anglian Water Group, focused on inequalities, with an emphasis on employability, wellbeing, and reconnecting communities. The main focus of the visit was on issues impacting people's mental health, and the link to loneliness. In Norwich, 42% of people live alone.



Business leaders visited The Feed, a social enterprise and social supermarket striving to empower communities in Norwich through the power of food, ensuring each and every person has the support to eat well, live well, and feel connected. They also visited Chatty Bus, a collection of buses that travel around Norwich, providing a hub for people to chat, build friendships, and create communities. The Chatty Bus was founded in conjunction with The Norwich Together Alliance, founded to build a connected city, tackle loneliness, and get the best out of the city.

The visit also brought business leaders to Shoebox Community Hub, which offers volunteer opportunities, community support group facilities, and events focused on bringing people together, to help tackle loneliness and isolation in Norwich. Business leaders also visited City College Norwich where they spoke to students and teachers to understand the role the private sector plays in supporting internships.



“Immersing business leaders into communities like Norwich to see first-hand the social and economic issues is absolutely paramount in driving change and shifting the dial on inequalities. From last year’s Seeing is Believing visit, the support we have seen has been exceptional, and it is helping us to develop long-term initiatives with business leaders, the local council, and other voluntary organisations. By working together and connecting communities, we can remove inequalities and help create opportunities for everyone living and working in Norwich.”

Tracey Drake

*Local Development Lead, Norwich,
Business in the Community*



AFTER ATTENDING THE VISIT, BUSINESS LEADERS COMMITTED TO TAKING THE FOLLOWING ACTIONS BASED ON WHAT THEY SAW AND HEARD DURING THE VISIT:

Growing Leadership:

- Flagship Group has joined the Norwich Leadership Board, helping to develop a cost-of-living manifesto to support business activity in Norwich.
- Anglian Water, Aviva, AXA, KPMG, Marsh, and Norwich City FC have set up a strategic volunteering group, which will work on a pilot project supporting community organisations, linked to BITC's Skills Exchange and Community programmes.

Driving Place-Based Solutions:

- Pfizer and Boparan Holdings have engaged with City College Norwich's MINT programme to support young disabled people with employment opportunities and work placements.
- Mercers is working with the Shoebox to scope a new community hub project in Great Yarmouth offering consistent, long-term support to the local community.

Local Impact:

- Boparan Holdings committed to setting up a regular supply of frozen meat to The Feed social supermarket within a week of the visit and is providing equipment and food to a Norfolk-wide food network.
- Aviva has started regular deliveries of sandwiches from their café to feed The Feed's clients.
- M&S has introduced The Feed to 'neighborly', a surplus food network.
- Mercers has introduced The Shoebox to The Charity Bank, a bank with a difference that helps voluntary organisations get the support they need with investment, funding, and growth.



GET INVOLVED!

JOIN US NEXT YEAR

LONDON: 18 APRIL 2024

Led by Paul Drechsler CBE,
President, SCI

BRADFORD: 30 APRIL - 1 MAY 2024

Led by Sir Richard Lambert, Chair, Bloomsbury Publishing
Plc and Bradford Literature Festival and Susan Allen OBE,
Chief Executive Officer, Yorkshire Building Society

WISBECH: 9-10 MAY 2024

Led by Peter Simpson, Chief Executive Officer,
Anglian Water

MANCHESTER: 18 JUNE 2024

Led by Steven Cooper CBE, Chief Executive
Officer, Aldermore Group

TEESSIDE: 11-12 JUNE 2024

Led by Peter Mather, Advisory Board Chair Two
Magnolias, Interim Lead NED at Department for Energy
Security and Net Zero, Chair at Net Zero Technology
Centre, Chair The Great Run Company

ROCHDALE: AUTUMN 2024

Led by Louise Beardmore, Chief Executive
Officer, United Utilities Plc

CONTACT

If you are interested in joining a visit, contact our Seeing is Believing team:

SIB@bitc.org.uk | www.bitc.org.uk/SIB



WHY TAKE PART?

- 1** Enhance your personal understanding of interconnected issues affecting our communities and the role business plays in being part of the solution.
- 2** Access opportunities to demonstrate personal and organisational leadership at the forefront of the responsible business movement.
- 3** Take immediate action and make a genuinely positive impact on the communities you serve and employ.
- 4** Review your own business practices, processes, and policies.
- 5** Share your thinking, learnings and experience with business peers in a collaborative way.

BESPOKE VISITS

We would be delighted to work with your organisation to create a bespoke experiential visit for your senior leadership team and other networks which aligns with your organisational objectives around community investment, recruitment, and development strategies, etc. Bespoke visits are an opportunity to better understand community landscape that your organisation is operating in, and the role you play, as a responsible business, in helping to address some of key societal challenges affecting communities across the country.

CONTACT

If you are interested in joining a visit, or if you would like to find out more about our bespoke offer, contact our Seeing is Believing team: SIB@bitc.org.uk | www.bitc.org.uk/SIB



