

BITC Cymru

Accelerating Responsible Business in Wales

2021-2023



About this Report

BITC Cymru is proud to work closely with Welsh Government to grow and develop responsible, sustainable practice for businesses across Wales. Over the last two years, we have worked alongside businesses, community leaders, Welsh Government and local public sector partners to respond to the difficulties of the pandemic and the cost-of-living crisis by supporting communities, employees, and businesses. This Report provides an overview of BITC Cymru's reach and impact, achieved with the invaluable support of Welsh Government, between 2021-2023.

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About Business in the Community

BITC is the UK's largest and most influential responsible business network dedicated to building a fairer and greener world together, supported by His Majesty The King for more than 40 years. We inspire, engage and challenge purposeful leaders to take practical action to mobilise their collective strength as a force for good. More than 20% of the UK's workforce is employed by our network.

We focus our work on three main priorities:

- **Working fairer** – to help everyone achieve their full potential
- **Working greener** – to accelerate climate action
- **Working together** – to continually improve business and deliver impact at pace and scale

Our specialist advisors support individual businesses by delivering targeted interventions, training, and strategic change programmes, while also sharing best practice and frameworks for action.

Through our network, BITC reaches and influences the work and life chances of more than 7 million people across the UK each year. Over the next 10 years, our focus is to engage even more business leaders in impactful action within their organisations and local communities, convening a united force to challenge some of the most pressing issues of today.



BITC Cymru Leadership Board

BITC Cymru's Leadership Board is a network of senior leaders (listed below) whose mission is to make Wales a responsible business nation. The Board work together to **champion** responsible business throughout Wales; **influence** the national responsible business strategy and societal change by bringing their own unique insight to the table; **deliver** the strategy through leadership within their own businesses, engagement with local communities, collaborations with other board members, and innovative thinking; **inspire** action in the communities they serve.

The Leadership Board Chair is **Peter Perry, Chief Executive, Dŵr Cymru Welsh Water**

Kay Martin MBE, Principal, Cardiff and Vale College	Wendy Edwards, Cardiff Growth Project Leader, PwC
James Goodall, Regional Sales Director Wales & South England, Enterprise Holdings	Andy Francis, Head of Stores Wales, Merseyside & West Midlands, Boots UK
Daniel Beynon, Regional Director Wales, Hydrock	Annelie Grey, Head of Planning and Performance, Principality Building Society
Umar Hussain MBE, Chief Financial Officer, South Wales Police	Claire Watkins, Head of Projects and Programmes, Amey
Dr Steph Pullan, Business Planning Lead, Hafren Dyfrdwy	Angharad Lloyd-Beynon, Policy, Stakeholder & Partnerships Manager, City & Guilds
Hannah Dauncey, Sales Director Business Group, Verizon	Gemma Casey, Ecosystem Manager Wales, NatWest Cymru
Jenny Atkinson, Senior Development Manager, Legal & General	Nigel Winnan, Customer and Social Obligations Manager, Wales & West Utilities
Dan Saville, Director, Arup	Gareth Pritchard, Partner, Deloitte
Luke Takeuchi, Chief Executive, RHA Wales	

The BITC Cymru plan for 2023 and 2024 focuses on three main areas to increase our influence and impact in Wales, through:

- Transforming the prospects of a place and creating a blueprint for business engagement in place-based transformation across Wales. The board have been instrumental in launching the place programme in Newport.
- Addressing the cost-of-living crisis and creating a Wales where everyone, regardless of their background or experience, can access the education, employment, and skills they need to thrive throughout their working lives.
- Challenging & supporting businesses across Wales to lead a just transition to a resilient, net-zero economy that creates positive outcomes for people & nature now and in the future.





Events and outreach to help businesses in Wales be more responsible

Since 2021, we have brought together business, community, and public sector leaders across Wales to help them discuss some of the most pressing challenges facing businesses and collaborate to find solutions, whilst also encouraging the adoption of Fair Work practices.

We have worked with BITC members to leverage donated time, expert speakers and support for each event as well as pro-bono use of event and meeting space worth upwards of £53,000. We've mapped each event below, with more information on their impact and other activity on the next page.

Sept 2023: Wrexham, Development Bank of Wales – Connecting businesses and communities, 40 attendees

Feb 2023: Newport, USW – Employability, Skills and the Cost-of-Living, 20 attendees

July 2023: Rhondda Cynon Taf, USW – Communities and the Cost-of-Living, 50 attendees

Oct 2023: Swansea, Gower College – Connecting businesses and communities, 35 attendees

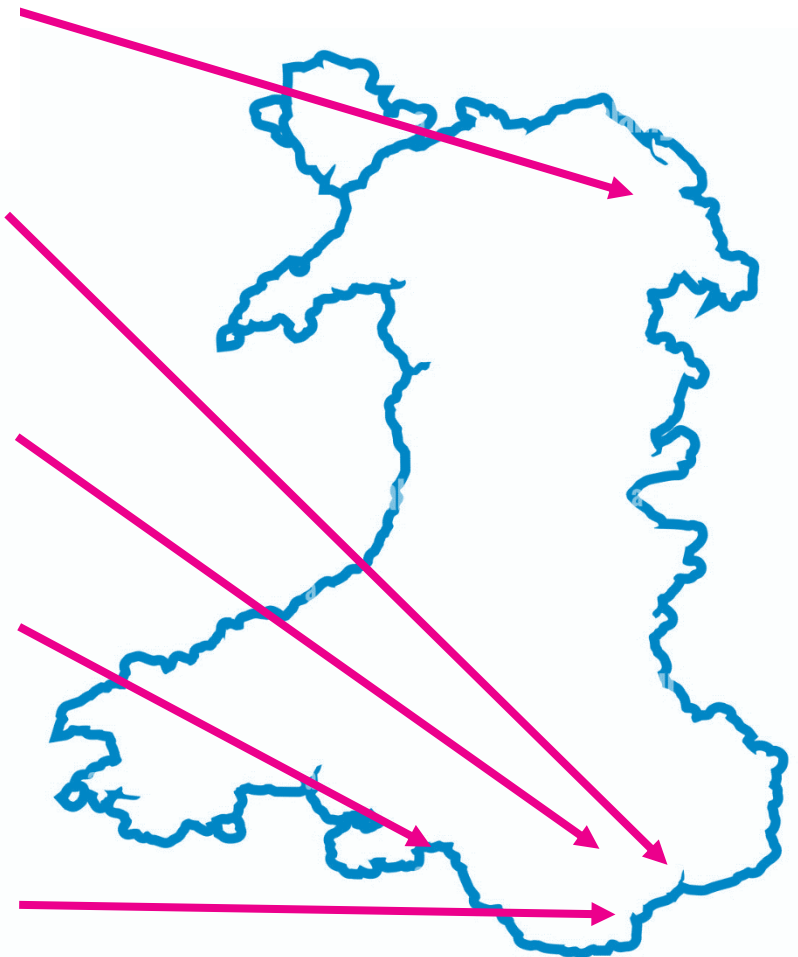
Cardiff

Nov 2022: NatWest – Wellbeing and the Cost-of-Living, 30 attendees

Nov 2022: NatWest – SME Climate accelerator, at Tiny Rebel, 42 attendees

Mar 2023: Senedd – Responsible Business in Action, 84 attendees

June 2023: CAVC & NatWest – Diversifying your supply chain. 30 attendees



Building connections and sharing best practice

Supporting our growing network of responsible business practitioners and leaders is critical to the work of BITC Cymru.

During the latter stages of lockdown, we hosted a series of six accessible, free, online learning sessions which helped enable business members to connect with peers and potential community partners.

At each of these online sessions, and each of our in-person events, we shared appropriate links to Welsh Government and Business Wales resources, reaching over 3,000 people directly, as well as across our social media channels (collected audience of over 70,000).

As businesses and event-spaces have reopened post-pandemic, we have joined together with a range of vital organisations in Wales to tackle pressing issues.

Collaborating for a fairer Wales

A key benefit of BITC Cymru's events programme is its ability to connect people from different sectors and industries, helping to kickstart conversations and relationships that can bring lasting change.

Just some examples include donations to a local foodbank (14kg of food collected at NatWest Cymru in November 2022, pictured right middle), and introductions between our members and key community organisations that led to financial and skilled support. We work with our business network to provide opportunities for them to plan strategic and urgent help for their employees, local communities and customers.



Another vital way we have worked closely with critical partners has been through active membership of the **Wales SME Taskforce on Climate**, alongside ACCA, Business Wales, British Business Bank, Cynnal Cymru, FSB Wales, and NatWest Cymru) to share resources and learning that can help map the path to Wales' net zero future. A major focus of the Taskforce is around making it simpler for SMEs to take action on climate goals.

Feedback from our respective customers, networks, and members suggested that one of the main barriers to SMEs taking action on reducing their carbon footprints was not knowing where to go for support, or not feeling that they were being signposted to the right resources.



As a result the Taskforce has created a 'one-stop-shop' of resources to support businesses with carbon reduction goals. This is a partnership activity with Business News Wales, and the new platform sits on their sister site, greeneconomy.wales. There's a short overview of what we're doing with the one-stop-shop here.

Each month the site will be updated with new case studies of Welsh SMEs who have already taken some action on carbon reduction and are happy to share details of what they did, why, the benefits they've seen and any challenges, creating a growing resource to inform and inspire others on their climate adaptation and carbon reduction strategies.



Advice and expertise to help accelerate Responsible Business in Wales

The support of Welsh Government has been crucial in helping BITC Cymru to reach more businesses, employees and communities across Wales, whilst also deepening engagement with existing member businesses. Translation of key **reports** and **toolkits**, produced by BITC's expert campaign teams, has helped make vital information on key aspects of responsible business more accessible to a wider audience. Topics covered have included equality and diversity, measures to tackle inequality, and essential, updated guidelines to help businesses navigate the challenges of the cost-of-living crisis. New bilingual **case studies** have helped to demonstrate the critical business benefits of being a Fair Work employer for businesses of different sectors and sizes. Two sample quotes from these case studies are below:

“BITC reassured us in terms of what we should be doing, what the frameworks are and helping us navigate guidelines. BITC support was particularly fantastic when we were looking to shape our health and wellbeing policy.” *Stuart Davies-Jaynes, Bluestone National Park Resort*

“[Fair Work] allows you to identify where you've already made great strides and internally publicise that while also providing information on where you can make improvements.” *Dan Priest, Principality Building Society*

The production of a new **brochure** (pictured below) is helping to give more potential BITC members and community partners a quick, easy to understand overview of our work. BITC Cymru has spoken, and shared resources at, a wide range of events with partner organisations from across Wales, such as Cynnal Cymru, Public Health Wales, and WCVA, helping to advocate for responsible business beyond our usual audiences.



Driving Community impact through our Programmes

Positive outcomes for Newport

Newport



Our work to date

Newport is BITC's newest place-based initiative and the first to be established in Wales. The programme is supported by [Newport City Council](#) and funded by the [KLA Foundation](#) and the [University of South Wales](#).

A Strategic Partnership Manager has been employed in the region to facilitate and develop partnerships between the local authority, businesses, and community organisations.

A Steering Committee has also been founded to bring together a wide range of partners and stakeholders to establish and deliver a vision for Newport.

Our strategic objectives

- To unite business partners and stakeholders to develop a vision for Newport
- To deliver a [Seeing is Believing visit](#) in 2023

The UK is one of the most geographically unequal countries in the developed world, and Place-based transformation is needed in communities most at risk of being left behind. This approach requires longer-term collaboration between the local council, community leaders, businesses and government, with real vision, leadership and an understanding of local needs to make change happen.

BITC's approach builds on our unique business network and experience of harnessing business leaders' skills and convening power to facilitate local partnerships between businesses, communities and local councils. BITC's local development leads play a crucial role in breaking down long-standing barriers between stakeholders to convene partnerships.

We are currently working in Blackpool, Bradford, Coventry, Newport, Norwich, Rochdale, Sheffield and Wisbech. While the places look and feel different, because they are place-led, our approach is consistent. Newport is BITC's first 'place' in Wales and has been running for 15 months. We work with closely with Newport's communities to meet identified needs and harness existing strengths.

The Newport Place Board has been established to steer and guide the programme, ensuring the programme is driven by the community. The board is made up of the five key stakeholder groups and is now attracting interest from a wide range of business and third sector organisations including Wesley Clover, KLA Foundation, University of South Wales, Mott MacDonald, Linklaters, Dŵr Cymru, Wales & West Utilities, Celtic Collection, Coleg Gwent, GAVO, Cardiff Capital Region, Newport City Council and Alacrity.

Our ambition is for Newport to become the 'flagship' programme in Wales, inspiring other places across Wales to replicate a model that drives positive outcomes for all.

In Newport we have delivered 3 Community Conversation events, received 170 survey responses and met with 100 community organisations to identify the key challenges they currently face, and those they foresee in the future. Underpinned by the current housing crisis, the key challenges identified were **the cost-of-living crisis; transport; health inequalities; and skills and jobs for the future.**





Our work with schools in Newport

We have worked with Glan Llyn Primary School, St. Julian's Primary School, Ringland Primary School to distribute over 1,400 books to children throughout the schools to promote literacy. Some schools chose to keep the books in school to enhance their libraries whilst others opted to gift the books to pupils to take home. The aim is to distribute 2,500 books in December 2023.

In March 2023 we worked with Ringland Primary School within the new Welsh Schools Curriculum to offer a 'World of Work' week where pupils experienced a range of role model and field trip visits. The aim was to break down stereotypes and help pupils understand the range of careers available. Organisations and Companies participating included, Mott Macdonald, South Wales Argus, Dŵr Cymru, Gwent Police, Linc Housing Association, KLA/SPTS and University of South Wales. The Newport Place Programme is currently working with Pillgwenlly Primary school to deliver a similar initiative to pupils.



We are currently working with PwC to deliver Tech we Can workshops to all age groups in Pill Primary school early in 2024. We also have plans to work with four businesses to deliver a range of workshops to students and parents/guardians on topics including online safety, budgeting and literacy.

Newport 'Seeing is Believing' visit

In June 2023 we held a Prince's 'Seeing is Believing' visit in Newport which is one of the most prestigious and unique immersion experiences for business leaders in the UK.

Alongside a small and exclusive group of peers, each visit offers a unique insight into the complexity and interconnectivity of some of the issues impacting on our local communities and an opportunity to learn and share how businesses can help mobilise, support and resource long term change to create fairer and greener futures in communities already disproportionately hit by the impact of the pandemic and now the cost-of-living crisis.

On the visit, we took 20 business leaders around Pillgwenlly visiting vital community projects such as Newport Yemini Centre, Kid Care 4U, Waterloo Hotel and Eden Gate.



Testimonials and impacts from the visit

“I felt more inspired in those 24 hours than I have in a very long time”, Ian Edwards, CEO, Celtic Collection

“Travelling just 20 mins down the road, to see what I saw was inspiring”, Gareth Wood, OVO Energy

“Great to see ordinary people, doing amazing things!”, Alex Shapland, Eversheds Sutherland



Legal firm **Linklaters** made the following commitments as a result of the Visit:

- Establishment of a Social Mobility Business Partnership (SMBP) in Newport at a donation of £15,000 per annum for three years (Not via BITC).
- Employability day at London office for young people from Kid Care 4U on 31st August.
- Five places ringfenced for KidCare4U students on the October virtual work experience programme.
- Financial contribution to Eden Gate and Newport YEMENI (£20,000 and £10,000 respectively).
- In August a group of young people from Newport who work with Kid Care 4U attended an employability day at Linklaters office in London. The experience included tours, introduction to the world of work and skill development sessions.



Hotel and Resort Celtic Manor hosted the pre-Visit dinner, and also made its own commitments following the programme:

- Refurbishment of the computer suite used by Newport Yemeni Centre at the community hub in Pill – this will happen once refurbishment of the building is complete.
- Rear garden development at Eden Gate – working with Grounds staff at Celtic Manor.
- Daily nutritious meals for guests at Eden Gate provided by Celtic Manor – trialling twice a week now.
- Support for Kid Care 4U setting up translation service – first meeting has been held with Rusna.
- 1,200 frozen meals per month for community groups to access via a central point.
- The High Sheriff of Gwent visited Kid Care 4U, Eden Gate and Newport Yemeni Community Association and awarded all with a High Sheriff Award (pictured below).



Barclays LifeSkills

BITC Cymru is a delivery partner of Barclays LifeSkills, helping young people develop core transferable skills that employers are looking for, build confidence, improve money skills and access new opportunities.

Over the past 3 years, the partnership between Barclays LifeSkills and BITC has supported 2,735 young people in 15 schools throughout South Wales. The programme supports this development in areas where young people face barriers to employment.



Leaving full-time education is never the end of learning, as many people will need essential skills such as writing a CV, networking or problem-solving to either gain employment or support themselves in the workplace. The importance of supporting young people to learn essential skills and gain the confidence they need for the world of work can never be underestimated. This programme helps BITC to support the wellbeing of future generations.

Testimonial - Teacher at Lliswerry School

“These sessions have been invaluable to our learners. It has been a pleasure to see how engaged learners have been with the sessions. When walking through the school with BITC facilitator Laura Abraham, I am always pleased to hear pupils asking when their next session is with her and how excited they are to learn from her.”

“I would rate the workshop presentation as really well structured. It helped me get a much better understanding on how money really works and how to live life after you leave education.”

College Student

“It was really engaging and interesting learning about the experiences and opportunities available.”
Newport High School Student

“It taught me what to do and how to present things in order to pass an interview which I didn't know much about beforehand.” **Newport High School Student**



Age at Work Programme

BITC is an established provider of support for our members on age in the workplace. Across mid-life career planning, health and wellbeing, especially menopause, inclusive recruitment and caring, we help our members adopt more age-inclusive workplace policies and practices to support their growing older workforces.



Alongside our member support, BITC also provides vital support for jobseekers and employees, together with their employers, via a ground-breaking employment and employability programme, Age at Work. Working with Age Cymru, and supported by The National Lottery Community Fund, we deliver the Age at Work programme to help people aged 50+ to enjoy a more positive working life. Through a range of initiatives the programme seeks to:

- support older jobseekers and employees to find and remain in work.
- help employers be more age-inclusive in retaining, retraining and recruiting older workers.
- raise awareness of the impact of an ageing workforce in government, business and wider society.

Over the past 3 years, 62 Welsh employers have engaged in the Age at Work programme, 120 people have attended events and 573 people have been supported through Mid-Career Review webinars. Event topics have included Realising the Benefits of an Ageing Workforce and Menopause in the Workplace, and the event series has included smaller roundtables and Nations Conferences with Northern Ireland and Scotland.

Testimonials from participating businesses:

“It has been really valuable to be involved in the Age-Inclusive Learning Network. As a college, a large percentage of our workforce fall into the 50+ category and being part of this Group provided the opportunity to share best practice and learn from other employers.” **Sarah King, Director of HR, Gover College Swansea**



“The Age at Work programme has really helped South Wales Police increase momentum and improve the focus of our activity on the age agenda.” **Sarah-Jayne Bray, Internal Engagement Manager, South Wales Police**

“The Innovate Trust joined BITC’s Age at Work programme to ensure we are valuing our older employees and providing the support they need. In doing so, we have enhanced the support for our employees of all ages.” **Eleri Cruchley-Jones, HR Officer: Equality, Diversity & Inclusion, Innovate Trust**

“I found the Age-Inclusive Learning Network invaluable and inspiring. It not only covered a breadth of issues, such as health and wellbeing, and financial wellbeing, but also provided practical suggestions for action. The backup resources provided by BITC has given us a constructive framework to develop initiatives for our business going forward.” **Michael Steward, Head of Global HR, STG Aerospace**

“Participating in the Age at Work programme has given us the opportunity to identify gaps, hear what other businesses are doing on age inclusion and consider how we can incorporate best practice.” **Target Group**

Testimonials from Mid-Career Review participants

“I thought the Mid-career review webinar on Finance was very informative and gave me all the information I needed. I now feel a lot more confident in organising my financial affairs.”

“The webinar provided me with additional direction, particularly around preparation for interview and gave practical and helpful hints which I used to secure employment.”

“I loved the webinar on Career, Health & Wellbeing and got so much out of it. I liked the focus around taking small actions, and then building upon them.”

“I have learnt new information from every session I have attended and have found them all energising, motivating and inspiring. I now feel much more focused, with renewed confidence, that I still have much to contribute in the workplace.”

“The webinars were a positive experience as they served as a catalyst to look at things relating to both my finances and my health and wellbeing and gave me a nudge to take action.”

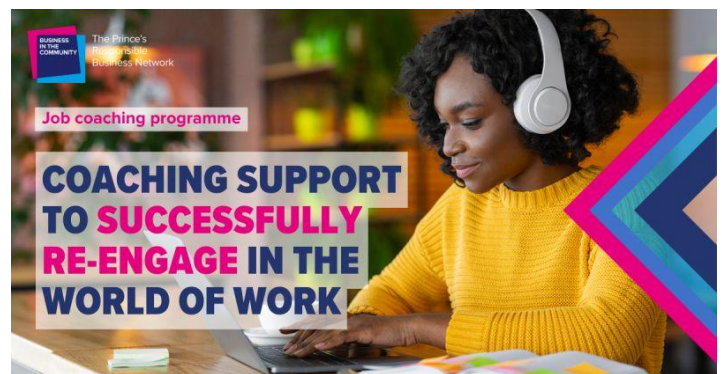


Job Coaching

BITC's Job Coaching programme aims to engage businesses across the UK to support jobseekers through a series of coaching sessions. Our ambition is to help build an inclusive workforce by supporting people who face barriers to employment across the UK. Coaches and jobseekers meet virtually for six, 60-90 minute sessions, over four to six months. Coaches receive full training and help improve the skills, confidence and employment opportunities for the jobseeker while also enhancing their own skills and wellbeing.

Impact and testimonials

- 16 businesses have engaged in the programme
- 98 coaches have been trained
- 82 beneficiaries have been supported



“Gareth Jones, Cardiff Queen Street Store Manager, successfully guided an initial 10 coaches through the BITC job coaching programme. The coaches have subsequently helped clients across North and South Wales to build confidence, identify career ambitions, and improve their digital skills. With support from managers and colleagues, Boots’ job coaches in Wales have felt able to make a real impact in their local communities, further solidifying strong bonds with the people they serve.” **Boots**

“[My coach] helped me refine my CV and covering letter, advised me on what type of roles to apply for, prepared the types of questions that can be asked in an interview and how best to answer them. She helped me feel more confident and not give up on my quest. Her support has been invaluable to me.” **Welsh participant who successfully found employment**

“I have been able to support my client to identify what skills they have from previous employment and understand how to transfer them. The client has been so engaging and positive even through a hospital stay, they still kept committed. I have been honoured to be able to support such a great client who has taken on board all feedback and implemented new knowledge to increase chances of employment and I know she will secure one soon.” **Wales-based Job Coach**



Youth Mental Health First Aid Training

BITC have partnered with AXA to deliver fully funded Youth Mental Health First Aid Champion training equipping voluntary organisations to support positive mental health. We know that the number of young people struggling with their mental health and wellbeing is higher now than ever before, with the COVID-19 Pandemic and the Cost-of-Living crisis having only exacerbated many of the triggers including poverty and inequality. This is why our partnership with AXA's Head Coaches programme is so important.

BITC supports youth leaders working with small community-based voluntary sector organisations, with approx.50 employees or under to develop a greater knowledge of common mental health issues. The course gives participants a wide range of skills that they can use with the young people they work with, including:

- Developing an understanding of common mental health issues and how they affect young people
- Learning to spot signs of mental ill-health in young people and guide them to a place of support
- Gaining the knowledge and confidence to advocate for mental health awareness
- Learning the skills to support positive wellbeing

Girlguiding Cymru Case Study

Struck by the escalation in mental health concerns amongst young people following the pandemic Dawn Clayton, the Division Commissioner at Girlguiding Cymru signed up for the AXA UK Head Coaches programme. Dawn explained that the mental health issues she comes across can vary widely, from social anxieties to separation anxieties from parents or carers. Following her participation, Dawn felt better equipped to deal with urgent mental health concerns.

She also highlighted that her language and approach have changed to specific subjects such as suicide or self-harm and the general mental health of young people. Commenting on the way the training was delivered, she said: *'I especially liked how the programme was structured using the manual and breakout sessions and with plenty of time for discussion and feedback.'* Returning to her role after the training, Dawn has worked with 120+ young people, and she now feels she can confidently acknowledge mental health situations and discuss them with the person concerned. This means Girlguiding Cymru now has a confident adult whom other local guiding units can call upon for help meaning that young people can be signposted to the appropriate professional help quickly through earlier recognition of potential concerns arising from observation or disclosure.



National Business Response Network (NBRN)

The NBRN was launched at the start of the pandemic in 2020 to connect businesses with people and community organisations in need. We have reactivated this important network to provide much-needed assistance during the cost-of-living crisis. Supported by AXA, the NBRN enables businesses to provide vital items and skills support to community organisations in need so that we can build thriving communities.

- In Wales, **75 business volunteers have provided support to 282 charities** through volunteering and donations of vital items.
- In addition, **289 charities have received donations** including PPE, Food, Hygiene products, Furniture, Clothing, Laptops, PC's, Dongles with data, fridges and freezers.

Testimonials and examples of impact

"As soon as we were put in touch with BITC Cymru we have received masses of support and encouragement from your staff. You have kindly matched us with organisations who have been able to support us in a myriad of ways. From donating stationary supplies and furniture all the way to setting up, sponsoring and maintaining our back office digital technology management system.

Throughout the last 2 years BITC have continually been our reliable source of advice, advocacy and exceptional support. The team at RCV UK would highly recommend that any charity looking for support from the business community get in touch with BITC. We would like to express our heartfelt thanks to BITC for all the assistance given to us since we launched 2 years ago. We couldn't do what we do without you. You guys are amazing."

Dawn Derraven – Co-founder of RCV UK, Risca CV19 Volunteers

Wales & West Utilities donates vital technology

Wales & West Utilities responded to an NBRN request and donated more than 80 iPads to charities, community groups, organisations, and schools. **Nigel Winnan, Customer & Social Obligations Strategy Manager at Wales & West Utilities**, said:

"We are delighted that these iPads have been distributed across Wales – to organisations that really need them. We're thrilled they will be used in a number of ways from improving learning outcomes of children to increasing employability skills amongst adults."



AXA volunteer provides support to Cardiff-based foodbank

With a growing number of individuals and families to support, Cardiff Foodbank knew they needed to review their ways of working to keep up with the increasing demand being put on their service. In response to a request for support, BITC turned to its trusted partner AXA UK, who identified business volunteer Jonathan, a risk expert, as the ideal person to help with their risk mitigation work. Jonathan met with Cardiff Foodbank to gain a deeper understanding of the organisation, the problems they faced and most importantly what Jonathan could do to help.



Jonathan began reviewing the existing risk assessments in place, and offered guidance on how they could improve them in future. The support provided by Jonathan puts Cardiff Foodbank in a much better position to support their 12,000 beneficiaries and the team were glowing in their praise for Jonathan's "great support" and "extensive experience.". Project Manager Emma went on to say: "Jonathan was super-helpful and has given our Logistics Manager lots of useful advice and resources."

Skilled Employee Volunteering

Through funding from the WCVA, BITC provides support to communities through our well-established employee volunteering programme, Skills Exchange, which helps business volunteers to use their professional skills to enable community organisations to build capacity and capability.

A recent survey BITC conducted of 400 businesses showed that 60% have an under-used volunteering policy/allowance and want to be able to access more opportunities to drive increased engagement in volunteering, whilst delivering local impact. BITC's Skills Exchange helps to recruit and engage business volunteers, giving them the confidence to drive social impact in Wales.

The Skills Exchange programme identifies high quality, long-term volunteering opportunities that focus on:

- Tackling inequality in education, employment and communities
- Accelerating action on diversity and inclusion
- Improving the wellbeing of future generations
- Increasing efforts to tackle climate change and creating a greener Wales



Working together to transform lives and help communities thrive: BITC's ambition by 2032

We believe that by working together, we can transform lives and help communities thrive. Our ambition by 2032 is to:

- **Inspire and engage** 10,000 more business leaders to take action
- **Drive and deliver impact and change** in 50 Places, transforming millions of lives across the UK
- **Extend our network** of businesses from more than 20% to over 50% of the UK workforce

BITC Cymru, and our work in Wales, is absolutely vital to helping BITC reach its ambitions over the next decade. Our presence in Wales, and our ability to deliver impact for people of all ages, is made possible by working alongside diverse cross-sector partners and businesses, helping to amplify additional value, resource, and opportunities for Welsh businesses, their employees, customers, communities, and suppliers.

The support of Welsh Government is a critical component of our work in Wales, and we are committed to supporting our members in their strategies to meet the requirements of innovative and meaningful Welsh policy, such as the Wellbeing of Future Generations Act, Welsh Government's Fair Work initiative, and recent ethical procurement and Net Zero commitments.

BITC's work in Wales has often been an inspiration and motivator for our colleagues and wider network across the UK.

With your support, we are delighted to make change happen in Wales that helps to make our nation fairer, greener, together.

