

BUSINESS *in the*

COMMUNITY

*rural action*

CG1

# Positive impact in rural communities







## ST. JAMES'S PALACE

As President of Business in the Community, I am delighted to see the increasing number of companies making a real and positive difference in rural areas. At the time Rural Action was launched in July 2001, many rural communities were embroiled in a real crisis when Foot and Mouth Disease was still affecting large parts of the country. But it was not just farmers who suffered: rural businesses lost trade, and everyone's confidence about what the future might hold was severely eroded. The response of rural people has been immensely impressive; they have shown a remarkable community spirit and tried hard to find new ways to enhance the health of their local economies. Rural Action is about making sure that business can harness this energy and talent and make a positive impact, giving our rural communities a sustainable future. For no one should be under any illusion: the problems in rural areas have not disappeared just because Foot and Mouth is no longer in the news headlines. The crisis remains real and there is a desperate need for the business community to start the process of rural revival.

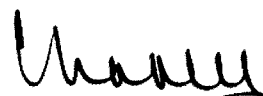

The ability of business to innovate and to respond quickly will always be key strengths. The Rural Action challenge has been for companies to consider how their business can help to build a prosperous future for rural communities whilst, at the same time, providing benefits for their own activities. Companies in the food and drink sector have a particularly important role. At a time when more consumers want to know the source of their food, and will change their spending accordingly, larger food and drink companies have a unique opportunity to support small and local suppliers. Banks and other financial organizations need to think how well they are connected with the new breed of rural entrepreneur and how best they can support new rural enterprises. Service provision is a key issue which needs new ideas for how businesses might come together, creating local hubs rather than local closures. Transport – or the lack of it – has a major impact in isolated areas which need the creativity of business to support local initiatives that improve accessibility, whether to travel to work or to reach everyday, and much-needed, services.

This review of the last 12 months of the Rural Action Programme proves that there is a role for all companies to make a positive impact in rural areas – be it finding a different way of looking at how their business operates, or making a conscious decision to focus more community investment in rural areas. The challenge now is to

engage more companies in the campaign and I am particularly keen that small and medium-sized enterprises should think about the role they can play. It is not good enough to look solely to the big players in the field, although they can often give a most valuable lead. The responsibility rests with businesses everywhere, regardless of size.

Given the scale of problems in rural areas which need to be overcome and the great opportunities which are there to be taken, there is real value to be gained by organizations working more collaboratively. Farmers and local producers have much to gain from working together in order to learn from each other, share investment and achieve a greater impact in the market. Working together, rural social entrepreneurs have a louder voice and can generate economies of scale. Rural enterprises can share the value of networking and mutual support. And business itself can learn how best to make its contribution by working with organizations which are in touch with people on the ground.

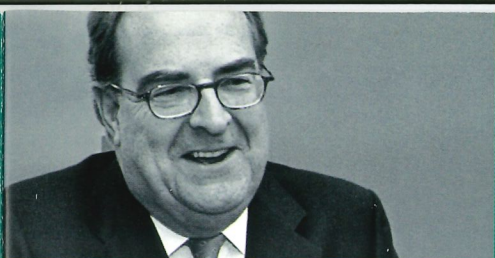
This review is a testament to those companies that have already made a difference and helps to indicate a way forward for those who are still considering what they can do to help - not as an act of charity, but as a way of doing business. The business community has enormous power to make a difference - probably more than it realizes - and it really can be at the heart of a genuine rural revival.

## **Raising the agenda – the start of Rural Action**

Rural Action was launched by HRH The Prince of Wales in July 2001 to encourage more companies to get involved in rural issues. The challenge for business is to consider how it can best make a positive impact in rural areas through the way in which it does business.





**Sir Peter Davis**  
Chairman, Rural Action,  
Business in the Community  
and Group Chief Executive  
J Sainsbury plc

*Rural communities matter to Sainsbury's as we source around £6 billion worth of British agricultural product each year. Of the foodstuffs that can be bought in this country we source over 90% from Britain. We have an active local sourcing programme with £79 million of sales generated from nearly 4,000 local and regional products. We help local retailers through our Sainsbury's Assisting Village Enterprise (SAVE) scheme, which enables village stores to stock Sainsbury's products.*

*We are passionate about healthy eating and have developed a Fruit in Schools programme in major Scottish and English cities.*

*In terms of measuring its impact on the environment Sainsbury's was, for the third successive year, the leading food retailer in Business in the Environment's index of Corporate Environmental Management in 2002.*

*All companies can now derive real value from having a clear statement of social responsibility backed by positive business actions. Done well, the key motivator should be to gain a business benefit whilst, at the same time, making a positive impact in the wider community. With that in mind the Rural Action campaign is focused upon how companies can make a positive impact in rural areas through the way in which they do business.*

*This review of Rural Action demonstrates the value which responsible business can bring to rural areas. Rural Action has had a productive first year in raising the agenda. We now need to engage the support of many more companies, of all sizes, from all sectors. The prize is to operate businesses which add to our overall competitiveness while also providing support for our rural economies and communities.*

*Peter Davis*



## **Progress to date – real action on the ground**

The initial focus has been upon three practical initiatives: to support enterprising communities, strengthen market towns and develop local sourcing. A key feature has been in achieving more impact through working in partnership.



**SUPPORTING ENTERPRISING COMMUNITIES** There is great potential for business to share its time, talent and skills with those in rural communities who are striving to make a difference to rural prosperity and to social exclusion issues. The highlights of our first year illustrate the value of business as an innovator and the scope for new partnerships to develop and increase impact in rural areas.

Based upon a successful Business in the Community education programme, 'Partners in Rural Leadership' was launched to link business support to social entrepreneurs in rural areas seeking to make a difference in rural communities. The first of these partnerships has successfully been established in Cumbria with other areas soon to follow.

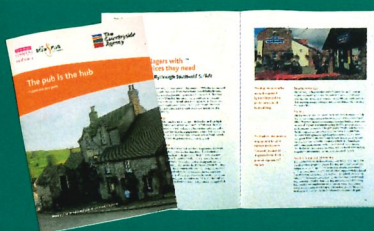
HRH The Prince of Wales's Seeing is Believing programme has helped to create mutually beneficial links between business and rural projects. One visit introduced HSBC to the Women in Rural Enterprise Network and HSBC has a high regard for this partnership as it provides personal development opportunities to their staff, as well as putting them in touch with some of the best entrepreneurial talent in the local area.

Business in the Community's regional offices now have a rural action plan as part of their strategy for engaging business. Many of our regions are now piloting initiatives that have the potential to roll out nationally.

Our Rural Action programme in Lincolnshire and Norfolk provides an excellent demonstration of how smaller and medium sized companies can support their local communities. In Norfolk there are now 45 companies volunteering their professional services to community groups through a Business in the Community scheme known as ProHelp.

Many services in rural areas are under severe threat and, as an illustration of how innovation can make a real difference, Rural Action has worked with The Countryside Agency and The Beer and Pub Association to develop the 'Pub is the Hub'. This initiative demonstrates how rural pubs and other services can work together for mutual benefit. Launched with a high level of interest from both the media and business, a good practice guide was produced to illustrate detailed case studies about how services can be provided which benefit both business and the community. Rural Action is now working with a large number of companies who are interested in seeing their rural service provision in a new light.





**STRENGTHENING MARKET TOWNS** With market towns at the heart of rural areas, we invited nearly 140 business executives to join us on a series of Seeing is Believing visits to market towns. The publication, 'Connecting Companies with Communities', was produced to highlight how business can best contribute to the revival of market towns.

Following an HRH The Prince of Wales's Seeing is Believing visit to a market town, McCann Ericsson has worked in North West England to pilot a process for developing effective marketing strategies for market towns. Each town has benefited considerably through working with a leading marketing agency whilst, at the same time, the agency has benefited by staff development opportunities and raising company profile.

Our East of England Region, with the support of the East of England Development Agency, has developed a three step process for bringing together local town partnerships with business expertise to produce a town prospectus. The impact of engaging high quality business support has been immediate and all participating towns have taken the opportunity to shape a new strategy and action plan.

#### RURAL ACTION LEADERSHIP COMPANIES



*Arriva is one of the largest transport service organisations in Europe, with operations in the UK, Denmark, Italy, the Netherlands, Portugal, Spain and Sweden. Employing around 35,000 people, the Group operates an extensive range of services including buses, trains, commuter coaches and water buses.*

- Arriva is committed to playing a positive role in communities that it serves, with the firm belief that strong local relationships are fundamental to its business.
- As part of its partnership with Business in the Community, Arriva, through its UK Trains Division, is supporting the Rural Action initiative throughout the north of England.



*AWG is the waste services and infrastructure management group.*

- AWG has a board level sustainability committee and publishes a framework for sustainable development.
- AWG has been instrumental in the launch of a programme to engage business in the regeneration of market towns in the east of England.
- Graduate recruits undertake three-month community secondments to develop their skills and contribute to local initiatives including the market towns programme.
- AWG has established a 'River Care Partnership' to promote innovative approaches to the care and improvement of the region's rivers.



# 7 out of 10 English counties with the lowest GDP per head are predominantly rural

Countryside Agency 2002

7

**LOCAL SOURCING** A 'Guide to Local Sourcing' was produced in collaboration with the Institute of Grocery Distribution to identify how food and drink companies can support local producers. The guide is seen as a valuable contribution to the debate about the future of UK farming.

After an HRH The Prince of Wales's Seeing is Believing visit to Cumbria, the Co-operative Group, the UK's largest farmer, was motivated to share their business expertise, and to establish an initiative to support greater agricultural co-operation in the county. This work heralds the establishment of a new national body, backed by business, to provide greater support to farmers working together.

## RURAL ACTION LEADERSHIP COMPANIES

### Samworth Brothers

QUALITY FOODS

*Samworth Brothers is a privately owned family business, and a leading UK player in the production of quality savoury and sweet food products. The group is made up of 12 operating companies split between Leicestershire and Cornwall, and has a turnover in excess of £300 million, employing over 4,500 staff.*

- Samworth Brothers' policy, since the company started, has been to source locally whenever possible.
- One of Samworth Brothers' companies, Ginsters, is the leading pasty producer in the country with sales of over £140 million and has actively provided a local sourcing policy for several years. Over 100 tonnes of produce per week, including meat and dairy products, are sourced within 20 miles by Ginsters and its sister company Tamar Foods.



*SPAR is one of the world's largest supermarket chains with more than 16,000 stores worldwide in 31 countries over five continents. There are over 2,500 SPAR stores throughout the UK. In the UK, 74% of the population live within ¼ mile of a SPAR store.*

- SPAR actively supports local sourcing and is able to take local produce into stores.
- SPAR actively seeks opportunities to link with other rural service providers, and has designed a format for the 'Pub is the Hub' project.
- SPAR is developing a new framework for social responsibility with support from Business in the Community.



### National Trust

- The National Trust farm shop product policy is to sell only merchandise produced within the region in which it is located.
- Regional food accounts for 12.5% of the total current regional product offered in National Trust Gift Shops.
- The Trust's 'Plot to Plate' initiative is designed both to support the local economy and also to grow their visitors' confidence in local produce.



DUCHY of CORNWALL

*The Duchy of Cornwall owns rural property from the Isles of Scilly to Lincolnshire and from Kent to Shropshire, and is committed to sustainable development.*

- Recent projects include supporting young people to tackle lack of opportunity, the provision of workshops in rural areas and the development of sustainable forestry.
- Duchy of Cornwall developments, exemplified by Poundbury, reflect local design and character and integrate both workplaces and affordable housing.
- Organic farming at Highgrove demonstrates the importance of sustainable farming practices.



# 17% of the most employment-deprived areas in England are rural

Countryside Agency 2002

**WORKING IN PARTNERSHIP** Rural Action has developed strong and successful partnerships with a range of organisations involved in rural issues. These include The Countryside Agency, Regional Development Agencies and Rural Community Councils.

Partnership is a fundamental strength of Rural Action, and we are pleased that there has been such a positive response from all business sectors and development agencies.

Rural Action has collaborated with the Calor Village of the Year Awards on a new national category for business engagement. The entries provide an excellent demonstration of how smaller rural companies can work together to make a positive impact, whether through local purchasing initiatives or through other ways of supporting rural community life.

Our relationship with The Countryside Agency clearly illustrates the benefits to be gained from working collaboratively. Business in the Community works to engage business, whilst The Countryside Agency is close to rural issues, and is able to help access rural networks and projects. We are particularly grateful for the support and funding which The Countryside Agency has provided to Rural Action.

## RURAL ACTION LEADERSHIP COMPANIES



*Calor Gas is owned by the private Dutch company SHV, and has been supplying the countryside with gas in cylinders and bulk tanks for over 65 years.*

- Calor organises the Calor Village of the Year Awards, aimed at celebrating the best in rural activity and communities.
- The company is a leading driver of the Warm Zones Initiative – a programme designed to tackle rural fuel poverty.
- Calor is also supporting market towns through the strengthening of the rural transport infrastructure, with the installation of Calor Gas refuelling stations.



*The Countryside Agency is the statutory body working:*

- To conserve and enhance England's countryside.
- To increase social and economic opportunity for people who live in rural areas.
- To help everyone enjoy the countryside.
- To influence through research and good practice.
- To implement specific work programmes reflecting priorities set by Parliament, the Government and the Agency Board.



**Rt Hon Alun Michael MP**  
**Minister for Rural Affairs and**  
**Urban Quality of Life**

*The cartoon concept of a clear economic and social divide between an exclusively idyllic rural England and towns that are frenetic with industrial activity is absurd – yet in modern times it still seems to inform prejudices on both sides. In fact, both urban and rural businesses and communities share a need for sustainable development. And both have a responsibility to contribute to the overall productivity of the UK economy and a right to equitable treatment in the provision of services.*

*The distinctive features of rural England – both geographical and demographic – do generate distinctive features in the growth and development of business and communities. And the challenges and opportunities which face urban and rural communities are often different. But neither urban nor rural businesses and communities have a set of intrinsic and immutable characteristics which give them permanent ascendancy over the other. The fact is that we need to get rid of the outdated concept of a rural-urban divide. The truth is that we need each other.*

*However, the differences may dictate that the delivery of services, or the way in which competitiveness should be promoted, needs a different approach in rural areas. This is why all Government departments are now required to 'rural proof' their policies, taking care to ensure that the delivery of services reflect the particular circumstances of rural areas.*

*Ministers recognise this objective has not yet been fully achieved. We have therefore set ourselves an unprecedented target, against which we shall be held to account, of increasing the productivity of the least well performing rural areas, and improving access in rural areas to a range of key services. The burden of delivering these challenging targets lies with central Government. But delivery depends on working in partnership with the Regional Development Agencies, local authorities, parish and town councils, the voluntary sector and businesses themselves.*

*In the past 20 years, Business in the Community has established itself as a vital contributor to economic and social vitality across the UK. The readiness with which we accepted the invitation of Business in the Community to sponsor the new Rural Action Award is an indication of the value we place on the contribution that businesses can make. And it recognises, too, the virtuous cycle which we see resulting from businesses contributing to economic and social advancement in the community, which in turn increases the capacity for the community to help itself.*

*Alun Michael*



## **The future is for more companies to think rural**

At the heart of Rural Action, the simple message is that all companies, whether large or small, can make a positive difference in rural areas.

Rural Action can help you integrate a rural agenda into your business, help you develop innovative solutions to rural issues and also help you to engage your staff, so that your business can make a positive impact in rural communities.

The questions on the following pages could help you form a checklist when considering the current impact your business has on the countryside.



“There is a need for business to undertake its activities in responsible ways which add real value to rural communities and which also help tackle key rural issues. Issues such as low wages, skills shortages, difficult accessibility, withdrawal of services, lack of affordable housing and the needs of community organisations.” *Julia Cleverdon, Chief Executive, Business in the Community*

## INTEGRATING A RURAL AGENDA WITHIN YOUR BUSINESS

Do you have operations/outlets in rural areas?

Do you employ staff from rural areas?

Do you have customers in rural areas?

Do you rely on raw material, food, or other supplies from rural areas?

Can you source supplies from local rural suppliers rather than elsewhere?

### RURAL ACTION LEADERSHIP COMPANIES

**Bulmers**

*Bulmers is the market leader for cider products, with the Strongbow brand amongst the top 10 highest selling alcoholic drinks. Bulmers has established a Foundation to support sustainable development initiatives.*

- Bulmers is supporting an ambitious project to promote Herefordshire as a sustainable land based economy and establish Europe's leading college for environmental sustainability.

**the Co-operative Group**

*The Co-operative Group is the world's largest consumer co-operative with an annual turnover of more than £5 billion and over 60,000 employees. The group includes the Co-operative Bank, CIS, retailing, distribution, Farmcare, Funeral Services, Travelcare, Dairies, Pharmacies and a motor group.*

- The Co-operative Group produces an annual Social Accountability Report.
- The Group has established a Foundation called Co-operative Action, and the Agricultural Co-operation Cumbria project was amongst the first projects to be supported.
- Employee involvement in rural and community projects is actively encouraged.
- The food retail business has an active approach to local sourcing across all product categories.

**HSBC**

*HSBC Bank is a principal member of the HSBC Group, one of the largest financial organisations in the world, with 7,000 offices in 81 countries and territories.*

- HSBC has supported Women in Rural Enterprise (WiRE) with core funding, staff training to better understand customer issues, and business loans.
- The bank is one of the drivers behind the efforts to establish a new organisation which will encourage collaboration between farmers.
- HSBC actively encourages staff to volunteer in local community projects.

**JOHN LEWIS PARTNERSHIP**

*The John Lewis Partnership comprises a network of 26 department stores, stretching from Aberdeen to Southampton and employs more than 27,000 partners. The partnership includes Waitrose supermarket group which operates 136 supermarkets and employs more than 30,000 partners.*

- The Partnership has a director level Corporate Social Responsibility committee which sets policy. Both trading divisions produce annual social and environmental reports.
- Waitrose has a locally produced policy which nurtures and encourages small producers to supply local Waitrose shops.
- Waitrose accounts for 10% of the organics market and stocks more than 1,400 organic lines.
- Waitrose has established demonstration farms to show how crops can be grown commercially and successfully with high regard for the environment.



# 59% of our member companies say that the general health of the countryside is important to them

Rural Action Survey, Business in the Community 2002

## MAKING A POSITIVE IMPACT

Is the impact of change in business practice, delivery of services and access to goods in rural areas evaluated so as to achieve a positive impact?

## ACTING AS AN INSPIRATION

Could you make available the skills and time of your employees to help in the Rural Action programme?

### RURAL ACTION LEADERSHIP COMPANIES

#### Sainsbury's

*J Sainsbury plc is a leading UK and US food retailer with interests in financial services and property. The Group comprises Sainsbury's Bank and Sainsbury's Supermarkets in the UK and Shaw's Supermarkets in the US. Group turnover in 2002 was £18.2 billion and the Group employs 174,000 people.*

- An active Local Sourcing Programme includes fresh food, dairy, and meat programmes. Nearly 3,000 products are sourced locally from over 550 suppliers in the UK.
- 289 farms are taking part in Sainsbury's Farm Biodiversity Action Plans to conserve habitats and wildlife.
- The corporate responsibility website is now publishing data against a set of 55 indicators at [www.bitc.org.uk/iosreporting](http://www.bitc.org.uk/iosreporting)
- Sainsbury's Assisting Village Enterprise (SAVE) initiative enables village stores to stock Sainsbury's own-brand products.



#### Lloyds TSB

*Lloyds TSB plc has a long and significant association with rural areas, with the largest network of branches serving rural communities of any major UK bank.*

- Many of the 560,000 small business customers are located in rural areas and the bank is one of the leading lenders to the UK farming industry.
- As part of the commitment to regenerate rural communities, Lloyds TSB is supporting the Wessex Regeneration Trust, the first entirely rural community finance initiative in the UK. The Trust will provide funding for rural enterprise, housing and access to workspace for small businesses and social enterprises.
- The Lloyds TSB Foundation supports a wide range of registered charities, including rural transport schemes, youth and community centres, citizens' advice bureaux and rural information and stress networks. In 2002, the four Lloyds TSB Foundations received £36 million to distribute to registered charities.

#### NORTHCLIFFE NEWSPAPERS

*Northcliffe is one of the UK's largest regional press publishers and a wholly-owned subsidiary of the Daily Mail and General Trust. Northcliffe produces almost 9.5 million newspapers in an average week.*

- Northcliffe demonstrates the power of the press as a campaigning voice for rural communities such as through the regional food initiative in the Western Morning News.



**34%** believe the importance of the rural agenda to their organisation will increase over the next **3** years

13

Rural Action Survey, Business in the Community 2002

## DEVELOPING INNOVATIVE SOLUTIONS

Are there innovative ways in which you could improve the access to your goods and services for people living in rural areas?

Is your business involved in improving the level of, and access to, the skills of the rural workforce?

Do you have infrastructure in rural areas that could be expanded, converted, or otherwise used in ways that will encourage rural economic regeneration?

Could your community investment programme be more focused on rural areas?

### RURAL ACTION LEADERSHIP COMPANIES



*The Royal Mail Group plc delivers 81 million items to 27 million addresses every day. It is a plc wholly-owned by the Government, with annual sales in excess of £8 billion and more than 200,000 employees. The rural network services approximately 19 million people with 84% living within 1 mile of a Post Office branch.*

- The Post Office Ltd (the arm of the Royal Mail Group responsible for the nationwide network of Post Office™) is actively developing new ways to deliver its service in rural areas, including shared outlets as part of the 'Pub is the Hub' programme.
- The Post Office supports a number of projects aimed at raising levels of literacy in the community.



*ScottishPower is a leading international energy group with 5 million customers in the UK and the US and a long tradition of corporate social responsibility. This responsible ethos has benefited the company's business performance, strengthened its license to operate, enhanced its reputation and provided real competitive advantage.*

- Business in the Community's Company of the Year 2002.
- ScottishPower led the first HRH The Prince of Wales's Rural Seeing is Believing visit with Scottish Business in the Community to the Borders in July 2002.
- The Company's Green Energy Trust has awarded grants worth more than £60,000 to 14 renewable energy projects at the community level.
- The RuralCare Initiative combines strategic tree felling to reduce power failures in rural areas during storms with the regeneration of native woodland.



*Tesco operates over 979 stores across 10 countries and employs 260,000 people. Tesco is the largest food retailer in the UK with sales in the UK of over £12.7 billion in 2002.*

- The Company publishes an annual Corporate Social Responsibility Review on the web which measures its impact in the community, available at [www.tesco.com](http://www.tesco.com)
- Biggest organic food retailer in the UK with a range of over 1,000 products.
- Launched the Tesco Teaching Masterclass programme at Harper Adams, for undergraduates, farmers and producers.
- Over 7,000 regional food products are stocked in local stores.
- Sponsoring the 'Taking the Classroom into the Countryside' project with the Royal Highland Educational Trust.
- Has produced a website to increase farmers' knowledge of the supply chain.



# The future for Rural Action

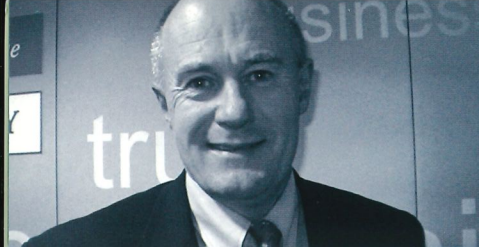
Looking forward, there cannot be a better time for business to step forward and contribute to the rural agenda. Based upon our success to date we have set high targets for actions by June 2004 and through your Company's involvement and commitment we can achieve the following goals:

- 100% of Business in the Community member companies to be made aware of Rural Action through 1:1 meetings. A commitment to rural action to be integrated with responsible business practice.
- 40% of Business in the Community member companies to increase their community investment in rural areas. In addition, all Business in the Community regional offices will ensure widespread business engagement in tackling key rural social exclusion issues.
- A new partnership will be developed with the Chambers of Commerce, the Institute of Directors, Federation of Small Businesses and the Small Business Service to inspire more small and medium sized companies into Rural Action. Regional partnerships will be shaped to increase positive impact where it matters.
- A major new focus will be placed on the provision of services in rural areas achieved by businesses working together through innovative ways. The 'Pub is the Hub' initiative will be expanded throughout the UK.



- 'Local Sourcing' in the food and food services sectors will be expanded to engage more companies, working collaboratively with national and regional support bodies. A training guide and a series of regional events will be developed, together with a measurement tool to enable an assessment of a company's overall scale and impact.
- The expansion of Business in the Community's 'ProHelp' network into rural areas, enabling businesses to provide £4.5 million worth of free professional support to community organisations over the next five years.
- To provide support and engage businesses to work collaboratively with development agencies in 20 beacon market towns. These towns will become centres of innovation for responsible business practice in rural areas.
- Business in the Community's Awards for Excellence will, for the first time, include an award for Rural Action, to support businesses in continually improving and communicating their positive impact in rural areas.





**Graham Russell**  
**National Rural Director**  
**Business in the Community**

*Rural Action is an invitation to all companies to make a positive impact in rural areas. Since the launch of Rural Action, our first priority has been to inspire some of our leading member companies to support rural communities with practical actions. Organised by Business in the Community, HRH The Prince of Wales's Seeing is Believing programme invites senior business leaders to see for themselves how businesses can play a role in addressing the most pressing issues in some of the UK's most deprived areas. For the first time, 2001 saw the Seeing is Believing programme visit rural areas. The considerable interest from companies has encouraged us to organise 15 rural events involving over 230 business people. The rural visits are now amongst our most popular Seeing is Believing events.*

*Getting involved with Rural Action has never been easier. Our network of regional offices are all experts at working closely with companies to get business benefits from community investment. Alternatively, please take a look at our website [www.bitc.org.uk](http://www.bitc.org.uk) to see the range of companies now engaged through Business in the Community and the positive impact which they are now making across the UK. The national Rural Action team is also available if you would like to discuss how your business can get involved.*

*This review demonstrates the real business advantage to working in a responsible way; in the marketplace, workplace, environment and the community. We look forward to working with your business and supporting a genuine rural revival.*

*Graham Russell*



*HRH The Prince of Wales, President of Business in the Community,  
presenting the Award to Ian Russell, Chief Executive of  
ScottishPower, Company of the Year 2002*

# Business in the Community

## **MEMBERS OF BUSINESS IN THE COMMUNITY commit to action and to the continual improvement of their company's impact on society**

- through continual improvement of the way they manage, integrate, measure and communicate their impact on society in the marketplace, workplace, environment, and community
- through working collaboratively with others to increase and leverage the greatest impact through partnerships focused on the most disadvantaged communities
- through inspiring, leading and innovating by sharing learning and experience

We are a unique movement in the UK of 700 member companies committed to improving their positive impact in society.

We are an independent charity with 20 years' experience of achieving our charitable objective 'to create a public benefit by working with companies to improve the positive impact of business in society'.

We are a business led organisation involving 189 member companies in leadership teams that develop responsible business practice.

We are the largest UK national organisation of its kind with the ability to translate company policy into action, whilst connecting our global members with a network of international partners.

We are a platform for dialogue for developing and sharing best practice and for collaborative action: the voice of responsible business.

**Our purpose** To inspire, challenge, engage and support business in continually improving its positive impact on society





the Co-operative Group

JOHN LEWIS PARTNERSHIP



Samworth Brothers  
QUALITY FOODS



#### East Midlands

Business in the Community  
Third Floor  
30-34 Hounds Gate  
Nottingham NG1 7AB  
T: 0115 911 6666

#### North West

Business in the Community  
Suite 17  
St James Court  
Wilderspool Causeway  
Warrington WA4 6PS  
T: 01925 230317

#### West Midlands

Business in the Community  
83 Bournville Lane  
Birmingham B30 2HP  
T: 0121 451 2227

#### East of England

Business in the Community  
PO Box 93  
58 High Street  
Newmarket CB8 8ZN  
T: 01638 663272

#### Northern Ireland

Business in the Community  
c/o TK - ECC Limited  
770 Upper Newtownards Road  
Dundonald  
Belfast BT16 1UL  
T: 028 9041 0410

#### Yorkshire and Humber

Business in the Community  
Kingswood House  
80 Richardshaw Lane  
Pudsey  
Leeds LS28 6AT  
T: 0113 236 1888

#### London and the South East

Business in the Community  
137 Shepherdess Walk  
London N1 7RQ  
T: 0870 600 2482

#### Our sister organisations in Scotland and the Republic of Ireland

Scottish Business in the Community  
PO Box 408  
Bankhead Avenue  
Edinburgh EH11 4HE  
T: 0131 442 20 20

#### South West

Business in the Community  
165 Whiteladies Road  
Clifton  
Bristol BS8 2RN  
T: 0117 923 8750

#### North East

Business in the Community  
Design Works  
William Street, Felling  
Tyne and Wear NE10 0JP  
T: 0191 469 5333

#### Wales

Business in the Community  
Fourth Floor  
Empire House  
Mount Stuart Square  
Cardiff CF10 5FN  
T: 02920 483348

Business in the Community Ireland  
32 Lower O'Connell Street  
Dublin  
EIRE  
T: +353 (0) 1 874 7232

**BUSINESS in the**

**COMMUNITY**

Business in the Community is a unique movement in the UK of 700 member companies. Our purpose is to inspire, challenge, engage and support business in continually improving its positive impact on society.

**Website:** [www.bitc.org.uk](http://www.bitc.org.uk)

**Email:** [rural@bitc.org.uk](mailto:rural@bitc.org.uk)



**INVESTOR IN PEOPLE**

Printed on Mega Matt, 50% pre- and post-consumer waste and 50% TCF virgin fibre pulp  
Registered Office: 137 Shepherdess Walk, London N1 7RQ Tel: 0870 600 2482  
Registered Charity No: 297716 Company Limited by guarantee No: 1619253  
March 2003