

BUSINESS *in the*

COMMUNITY

integrity

inspiration

integration

innovation

impact

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



## Business in the Community

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 local 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.

# 1 in 5

Together our member companies employ over 1 in 5 of the UK private sector workforce



"It is all to do with leadership, personality and drive. If you have the right person in the right place at the right time, it is incredible what can happen."

HRH The Prince of Wales,  
President Business in the Community

35,000 employee volunteers  
were brokered through  
Cares in 2001/2

# 35,000

# a better way of doing business

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

#### We do this by:

- inspiring business and business leaders to integrate responsible practice across their business
- challenging business to improve how they manage and communicate their impact
- engaging and supporting business to work collaboratively and leverage the greatest impact focused in the most disadvantaged communities

#### The business case

In 2002, our 20th year, we conducted a wide ranging consultation. We sought the views of businesses, including 300 chief executives, investors, MPs, peers, members, employees, community partners and people from the media and the investment community.

The consultation process highlighted six drivers for responsible business practice:

- the importance of managing reputational risk and opportunity
- the challenge of attracting and retaining a diverse workforce
- the need to continually innovate to stay competitive
- the negative impact of external social and environmental issues on competitiveness
- the rising expectation of business behaviour with associated regulatory pressures
- the growing evidence of business benefits stemming from responsible business practice



HRH The Prince of Wales, President of  
Business in the Community, presenting  
the annual Awards for Excellence





"There are thousands of business people across Britain whose baptism into responsible business practice came about as a result of one of HRH The Prince of Wales's "Seeing is Believing" visits. I am one of those business people."

**David Varney, Chairman,**  
Business in the Community and mmO<sub>2</sub>

**3,000+**

Over 3,000 business leaders have been on a Seeing is Believing visit since its inception in 1990

189 companies have a leadership role through our Leadership Teams

**189**



"Carillion is committed to building a sustainable business. Working with Business in the Community is helping us to measure, manage and report the effects of our business activities on society. I would recommend this partnership to other companies."

**Sir Neville Simms, Chairman, Carillion**

the  
**principles**

**integrity**

walking the talk

winning hearts and minds  
**inspiration**

**integration**

built in not bolt on

a catalyst for change  
**innovation**

**impact**

a positive impact where it matters

Based on these business drivers we have identified five principles that form the heart of our strategy and the commitment to action that represents membership of Business in the Community.

**integrity**  
**inspiration**  
**integration**  
**innovation**  
**impact**

**We will be an organisation and brand that is trusted by business and recognised by the wider community**

- membership of Business in the Community represents a commitment to action
- we provide opportunities for companies to communicate their positive impact, for example, through our independently assessed Awards for Excellence and our Community Mark for small companies
- we 'walk the talk', invest in our people, and seek to live the values we espouse
- membership is open to any company willing to make the 'membership commitment' and agreeing a costed action plan

**We will inspire, encourage and enable. We will not bludgeon business into action**

- leading companies are engaged to inspire others to action.
- we will challenge companies but start from where they are
- we will engage to inspire action in their companies and through collaborative action, in their communities
- we work on the basis that leadership and creativity will deliver more impact for society than regulation and legislation
- we help members to engage employees in inspiring change in their companies and communities

**We will work with our members to make responsibility a part of mainstream business practice**

- members commit to action to improve performance across the four key areas of impact – marketplace, workplace, environment and community
- we will support members in integrating their approach to responsible business practice across all business functions and through their supply chain
- we provide members with an integrated approach to measuring and reporting
- there is an integrated approach to company engagement throughout Business in the Community

**We will work with our member companies to create and share innovative solutions in business and in the community**

- we research and innovate at the leading edge and enable the dissemination and application of knowledge by sharing best practice and learning freely
- we will engage members to develop innovative business solutions which are then applied to scale
- we build business partnerships with the community and the public sector to develop innovative approaches to tackle key social issues

**We will work with our members to achieve the scale needed to deliver the greatest impact**

- we focus business investment in the most deprived communities and on key social and environmental issues
- we believe that the greatest scale of impact will be achieved through collaborative action
- we will be an advocate, broker and catalyst but work in partnerships for long-term delivery
- we will transfer knowledge and best practice in local delivery







15.7 million

Together our member companies  
employ over 15.7 million people  
in over 200 countries worldwide

# a commitment to action

Members of Business in the Community commit to  
action and to the continual improvement of their  
company's impact on society.

How do you become a member? To find out more,  
contact our membership team on 0870 600 2482  
or visit our website on [www.bitc.org.uk](http://www.bitc.org.uk)

We work globally through our partnership  
with the International Business Leaders  
Forum. We work across the European Union  
as a partner of CSR Europe and as the  
co-ordinator of the Cecile Network.

- through continual improvement of the way a company manages, integrates, measures and communicates its 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

President: **HRH The Prince of Wales**

Chairman: **David Varney, Chairman, mm0<sub>2</sub>**

## Who else is in membership

Board members are shown in bold

3M United Kingdom	Cable and Wireless Cadbury Schweppes Cadbury Trebor Bassett Calor Gas Limited Calor Gas (NI) Limited Cambridge Building Society Camelot Group Canary Wharf Group Cantrell & Cochrane (Belfast) Ltd Canyon Europe Ltd Cap Gemini Ernst & Young Capital One Services Inc Carillion Carlton Broadcasting Carlton Television Castle Leisure Castlecourt Investments Ltd Caterpillar (UK) Ltd Cazenove & Co. Ltd <b>CBI</b> CEBP Center Parks Oasis Whinell Forest Central Action Team Central Services Agency Century Newspapers Centrica Chelsfield Merryhill Cheltenham & Gloucester Cheshire Building Society Chevron Texaco Child Support Agency Chubb CIBC World Markets CISCO Systems <b>Citigroup</b> Cleaver Fulton Rankin Close Brothers Group Coats Barbour Ltd Compaq Compass Services Connexions Black Country Coolkeeragh Power Ltd <b>Co-operative Bank</b> Co-operative Insurance Society Co-operative Group Coca-Cola GB & Ireland Coca-Cola Bottlers Ulster Cookson Group Cooper Parry Cornish Linen Corporate Culture Corporation of the City of London Costcutter Supermarkets Craigavon & Banbridge Community — H&SS Trust Craigavon Area Hospital Group — H&SS Trust Credit Suisse First Boston The Crown Estate Cummins Engine Company Cushman & Wakefield Healey — and Baker	Financial Services Authority Financial Times Fire Authority for Northern Ireland FirstGroup <b>First Trust Bank</b> Fishburn Hedges Fishmongers' Company Fitch Campbell Fitzpatrick and Kearney Flag Forbes Trust Ford Motor Company Forté Foyle Food Group Foyle H&SS Trust Foyle'side Shopping Centre Freshfields Bruckhaus Deringer Friends Provident Life Office Frogmore Estates Fujitsu Services Fujitsu Telecommunications (Ireland)  Gala Leisure Gallaher Group Gardiner & Theobald GCHQ George Adams & Sons General Electric General Trailers UK Ltd Gestetner Holdings Gilbeys of Northern Ireland Ltd Glamorgan & Gwent Housing — Association GlaxoSmithKline Glendormott <b>Going Plural Ltd</b> Goldblatt McGuigan Grafton Recruitment Granada Compass Group <b>Granada Media</b> Granada Television Grant Thornton Grepps Group 4 Security Services Ltd Guardian Media Group Guinness (Northern Ireland) Ltd GUS GWR Group  H&P Campbell Ltd Hadley Industries Hammond Suddard Edge Hanley Economic Building Society Harper Adams University College Harrison, Leitch & Logan Harvey Ingram Owston Hasbro UK Hays Hazlewoods Chilled Foods HBOS Herdman Holdings Ltd HFC Bank High Point Rendel Hilton Group Hivolt Capacitors Ltd HM Customs & Excise Hobart and Heron Architects Home Office Homefirst H&SS Trust HP Bulmer (Holdings) HSBC Bank Hughes Christensen Co Huhtamaki Van Leer NI  IBM United Kingdom ICI ICL (UK) Ltd IKEA IMERYS IMI The Industrial Society Inland Revenue Innogy Holdings Institute of Directors Interface Europe Ltd International Power Invensys INVESCO Europe Ireland Freight Services Irish News Ltd Irlandus Circuits Ltd ITNET ITS Ltd  J&J Haslett/Mace <b>J Sainsbury</b> J Walter Thompson Co Jackson Building Centres Jaguar Cars James Doherty (Meats) Ltd Jardine Lloyd Thompson Group Jarrold & Sons Jennings Brothers John Henderson Ltd John Laing John Lewis Partnership John Oakley Associates Johnston Campbell Partnership Jones Lang La Salle JPMorgan  K'MAC Group Kainos Software Kallag Management Services Europe Kent Plastics Kettle Foods Ltd Kimberly-Clark Kingfisher Kingston Communications (Hull) <b>KPMG</b> <b>KPMG Wales</b> Kronspan	Lafarge Cement UK Laganside Corporation Lancaster Management School Land Rover Land Securities Lane Group Lattice Group L E Pritchitt and Co Ltd Leckpatrick Dairies Ltd LEDU HQ Leeds Metropolitan University Leeds Teaching Hospitals NHS Trust L'Estrange & Brett Legal & General Group Leisure Link Leo Burnett Leyland Trucks Liberty Information Technology Lingarden Linklaters Littlewoods Organisation Liverpool City Council Liverpool Daily Post & Echo Liverpool Hope University College Lloyd's Community Programme <b>Lloyds TSB Group</b> <b>Local Government Association</b> Londonderry Port & Harbour — Commissioners London Electricity Group London Merchant Securities London Underground Long Acres Partners Lovells LWT (Holdings)  Manchester Airport Manpower Marakon Associates Marconi Marks & Spencer Marriott Hollins Hall Hotel Marsh Masterfoods Matthew Boulton College Maybin Property Support — Services NI Ltd Maydown Precision Engineering Mazars Neville Russell McCann Erickson McCann Erickson (Belfast) Ltd McColgans Quality Foods McCormick Property Developments McDonald's Restaurants McKinsey & Co Inc UK MERANT International Merck Sharp & Dohme Merrill Lynch Mersey Docks & Harbour Co Michelin Tyre Microsoft Midlands Co-op Mivan <b>mm0<sub>2</sub></b> Montupet (UK) Ltd Morgan Stanley Dean Witter MORI Morton Newspapers Mothers Pride Northern Ireland Mott McDonald Group Moy Park Ltd MSO Clelland Ltd MTF MyTravel Group  N M Rothschild & Sons Nabarro Nathanson NACCO Materials Handling (NI) Ltd Nambrie Tea Company Ltd National Assembly of Wales National Centre for Volunteering National Grid Transco National House-Building Council Nationwide Building Society <b>NCVO</b> Network Rail NEC Group NEC Group Nestlé Holdings (UK) Newry & Mourne H&SS Trust Next NFT NI Blood Transfusion Service NI Chamber of Commerce & Industry NI Co-op NI Council for Curriculum Examinations — & Assessment NI Court Service NI Heat Company NI Housing Executive Nike Europe Nisa-Today's Norfolk Line NORTEL Networks North & West Belfast H&SS Trust North Brook Technology of NI North Wales Police Northcliffe Newspapers Group Northern Bank Northern Electric Northern Foods Northern Ireland Electricity Northern Ireland Office Northumbrian Water Norwich & Peterborough — Building Society Norwich Union nfl  Old Bushmills Distillery One North East Oracle Corporation UK Orange	Ordnance Survey Ormeau Bakery Group  Palser Grossman <b>Parity</b> Parker Green Pavilion Communication Services Pearson PeoplePC Perfescor Perkins Engines Ltd Pertemps Group Peugeot Motor Company Pfizer Philips Electronics UK Phoenix Natural Gas Ltd Planning Service Pilkington Pinsent Curtis Biddle PKF Plymouth College of FE Plymouth Education Action Zone Plymouth NHS Trust PowerGen UK Premier Power Ltd PricewaterhouseCoopers Principality Building Society Probation Board of NI Procter & Gamble UK Progressive Building Society PROSPER Provident Financial Prudential-Bache International Bank Prudential Corporation Publicis  RAC Motoring Services Radio XL Random House UK The Rank Group Rate Collection Agency Raytheon Systems Ltd Real Radio Reckitt Benckiser Redrow Reed Elsevier Remploy Limited Rentokil Initial Reuters Holdings RHM Rhonda Housing Association Richard Burbage Ricoh UK Products Ltd Rio Tinto RMC Group Robert McBride Ltd Rockwool Rolls-Royce Royal & SunAlliance Royal Bank of Scotland Royal Crown Derby Royal Group of Hospitals Royal London Group RPS Consultants The Royal Mail Group Rural Payments Agency Ryan Global Services Ryder System Care  S4C International Saatchi and Saatchi Safeway Sage Group Samworth Brothers Savills SCA Packaging Scott Bader Scottish & Newcastle Scottish Executive Scottish Power Screenprint Plus Seagate Technology (Ireland) Ltd Seagate Technology Media — (Ireland) Ltd Securicor Cash Services SEEDBOARD Selfridges Sercio Group Severn Trent S H L Group Shandwick Northern Ireland SHS Group Ltd Sheffield Newspapers Shell Northern Ireland Shell UK Shire Pharmaceuticals Shoosmiths Siemens Simons Group Singer & Friedlander Group Six Continents Slaughter and May Slough Estates Small Business Service Smith & Nephew Smiths Group Smurfit Corrugated Cases (Lurgan) Ltd Sodexho Somerville Sony United Kingdom South & East Belfast H&SS Trust South Wales Police Southern Water SPAR Sperrin Lakeland Health & Social — Care Trust St George Staffordshire County Council Standard Life Assurance Co Stanley Leisure Starbucks Strategic Systems Solutions Stream International Ltd	Ordnance Survey Ormeau Bakery Group  Palser Grossman <b>Parity</b> Parker Green Pavilion Communication Services Pearson PeoplePC Perfescor Perkins Engines Ltd Pertemps Group Peugeot Motor Company Pfizer Philips Electronics UK Phoenix Natural Gas Ltd Planning Service Pilkington Pinsent Curtis Biddle PKF Plymouth College of FE Plymouth Education Action Zone Plymouth NHS Trust PowerGen UK Premier Power Ltd PricewaterhouseCoopers Principality Building Society Probation Board of NI Procter & Gamble UK Progressive Building 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Services Wales Translink Trent Buses Trinity Expert Systems Trinity Mirror Group TRW Aerospace & Information TRW Systems Integration Group TXU Europe Tycos Healthcare Ltd Tyne-Tees TV Typerite Ltd  <b>UBS Warburg</b> UCAS UK COAL UK Steel Enterprise Ltd Ulster Bank Ltd (Head Office) Ulster Carpet Mills Limited Ulster Ceramics Ltd Ulster Community & Hospital Trust Ulster Television Ulster Weavers Home Fashions Ltd Unilever (UK) Holdings Union Railways <b>Unipart Group of Companies</b> Unisys Unit Group United Biscuits (Holdings) United Business Media United Co-op United Dairy Farmers United Hospitals H&SS Trust United Utilities United Welsh Housing Association Unity Trust Bank University of Bristol University of Central Lancashire University of Ulster University of Warwick University of Wolverhampton UnumProvident  Vauxhall Motors Via Systems Viridian/NIE Virgin One Virgin Personal Financial Services Visteon Automotive Systems Vivendi Water Vodafone Group  W & G Baird Ltd W & J Linney Ltd Warburtons Wales & Border Trains Ward Hadaway Warwick International Walkers Snack Foods The Walt Disney Company Water Service Wates Group Watson Wyatt Wesleyan Assurance Society Wessex Water West Bromwich Building Society West Midlands Co-op West Midlands Probation Service Westcare Business Services Western Connect Ltd Western Mail & Echo Western Power Distribution Westfield Health Weston Education Achievement Zone Whitbread <b>WHSmith Group</b> Wilkinson Hardware Stores Willis W J Linney Woolworths Workspace Group WorldCom WPP Group WS Atkins  Xansa UK  Yorkshire Bank <b>Yorkshire Television</b> Yorkshire Water Services Young & Rubicam  <b>Zurich Financial Services</b>
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**BUSINESS** *in the*

**COMMUNITY**®

Business in the Community is a unique movement of companies across the UK committed to continually improving their positive impact on society, with a core membership of 700 companies, including over 75 of the FTSE 100.

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

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