

Business in the

Community

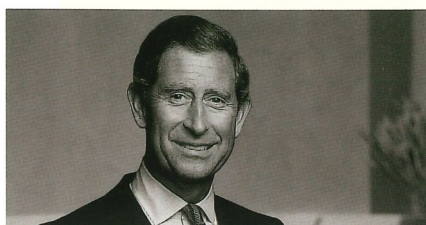
Awards for Excellence 2004

In association with the Financial Times

Sponsored by the Department of Trade and Industry



AWARDS FOR EXCELLENCE



ST. JAMES'S PALACE

Having been President of Business in the Community for nearly 20 years, I never cease to be amazed and impressed by the remarkable creativity and innovation shown by business leaders to make a real and lasting positive impact on communities. I have seen so many examples at first-hand as I travel round the country and I could not be more impressed, or indeed, moved by the determination of companies to use their resources of time, people, expertise and sometimes, but by no means always, money, to change the lives of those who need help the most.

I have always believed that business has a unique ability to make a difference - it can be more effective and certainly fleet of foot than government and inevitably your very size means that you can have bigger impact than most individuals. That is why I started the 'Seeing is Believing' programme some twelve years ago to take business leaders to see some of the worst problems affecting our inner city communities. We have now extended that programme to embrace our hard hit rural communities and the response from the business community has been as enthusiastic as ever. I am continually heartened by the innovative ways you find to address some of the most intractable problems in society.

So it gives me particular pleasure to be able, this evening, to salute all those of you who have worked so tirelessly to make a contribution to your communities, be that at national or local level. The achievement of each and every one of you is enormous and no one can underestimate the time and hard work of the many individuals that each award represents. The oak sapling with which the winners will be presented should mean that all those inside and outside your company can share in the sense of pride in what you have done. And I hope that by recognizing your achievement we can increase the impact of it - you have created ideas that work and I hope that many others will follow in your footsteps.

I do offer all of you my heartfelt thanks and warmest congratulations.

Welcome



David Varney
Chairman, Business in the Community

The 2004 Examples of Excellence demonstrate the impacts that can be achieved by business in the communities and environments where they operate and also on the business itself.

I am heartened that in these examples, companies are showing how being a responsible business requires, above all, an ability to re-think, be it the way in which they recruit, develop their people, communicate or work collaboratively to improve the prosperity of their local communities. What makes these Examples of Excellence stand out from the rest is their ability to re-think the way in which the entire organisation operates and getting the values of the business to underpin that process. These programmes would never have succeeded in companies with tacked on values; they have to be embedded throughout the organisation. Impacts like these only appear when values are absolutely integral.

With the intense media scrutiny of any company that gets independently endorsed as 'one of the best', evidence is required to back up such a claim. The Awards for Excellence assessors and judges look for hard evidence of impact and of management processes that capture learning and ensure sustainability.

But there is no advantage to society if a company identifies solutions to some of our key social issues and then is not prepared to inspire others by sharing them. It is for this reason that the judges look for the replicable as well as the inspirational. And we at Business in the Community look forward to working with all this year's winners to share the learning and the best practice.

So it is with confidence that we congratulate these Examples of Excellence and award them the symbolic oak sapling. The sapling symbolises their potential,

through inspiring others, to grow into something strong and sustained. The planting of the sapling also provides an opportunity for the winning companies to thank all the people who together have contributed time, commitment and support and without whom these programmes cannot succeed.

I am enormously grateful to the Financial Times and the Department of Trade and Industry for their continued support of these Awards and their enduring belief in their value. This now is perhaps our greatest challenge. Having established what constitutes excellence in these Awards, Business in the Community needs to get these stories to a far wider public audience whose trust in business appears to be at an all time low. The Big Tick is becoming the way to do this. This symbol is now appearing on recruitment materials, advertising and this year, for the first time, on products. I believe it can reach a broad audience and take these stories into the public arena in new and exciting ways, to communicate the positive impact that business is having on society.

So I would like to end by congratulating all the Big Tick companies this year and particularly the Examples of Excellence, for their achievements. I believe they will be the inspiration for many other companies to make this sort of excellence everyday practice, which is what all of us at Business in the Community aspire to make happen.



The Big Tick

The Big Tick is awarded to companies able to demonstrate excellence in the way they organise and integrate their responsible business practices and who can show a positive impact both on society and on the business.

Address: <http://www.bitc.org.uk/awards> go

Find out more online

Learn from and be inspired by the companies that have achieved the standard of excellence in this year's Awards. Full case studies on all companies awarded the Big Tick are now available on the Business in the Community website.

The Impact on Society Award in association with Tomorrow's Company



Companies face a pincer of pressures - from their shareholders, and from society. The best companies are consistent. All their actions are a reflection of their purpose and values. In the end this is what all stakeholders are looking for from a company: clear and effective leadership, with an unswerving long term vision of success that wins trust, loyalty and commitment in all their relationships.

Mark Goyder, Director, Tomorrow's Company

EXAMPLE OF EXCELLENCE = Marks & Spencer Company of the Year 2004

**MARKS &
SPENCER**

Marks & Spencer's founders believed that building good relationships with employees, suppliers and wider society was the best guarantee of long-term success. More than a hundred years on this remains the backbone of the company's approach. But the challenge is to make this long term commitment relevant to the radically different 21st Century marketplace and society.

Knowing that it needs to manage the total footprint of its business, Marks & Spencer invites leading authorities to inspect and endorse their behaviour. They are rated number one by Greenpeace on GM food, by Friends of the Earth on pesticide reduction, by the Marine Conservation Society on fish sourcing and by Accountability/Insight Investment on labour standards. These have contributed to Marks & Spencer being named as the Dow Jones Sustainability Index most sustainable retailer in the world for the last 2 years.

Impact

- One of the few retailers to be contributing to a new, tougher approach to chemical regulation.
- The only retailer working to develop an approach to fisheries management that is successful economically, socially and environmentally.
- The only retailer to engage civil liberties groups on the complex issue of using microchips to track products in supply chains and address a potential loss of consumer privacy.
- A world leader at managing labour standards in supply chains, working not with auditors but through their suppliers and their workers.
- Establishing a new flagship programme, Marks & Start, the biggest work experience programme of its kind in the UK, helping people who face the biggest barriers to secure sustained employment.

"Marks & Spencer's values and their commitment to responsible business behaviour are evident right through the company. They work with and are recognised by leading national and international partners for delivering innovation, leadership and impact."

John McDonough, Chief Executive, Carillion PLC, Chair of Judges

HIGHLY COMMENDED

Rio Tinto

Facing up to the challenges of sustainable development in a multinational mining business Rio Tinto has focused on health and safety, environmental performance and product stewardship.

HIGHLY COMMENDED

The Co-operative Bank plc

Long seen as a leader in this area for its Ethical Policy, its Partnership Approach and its first triple bottom line sustainability report, in 1998, the Co-op continues to lead tackling social and financial exclusion through its award winning community investment and cause related marketing programmes.

FOR ALL CASE STUDIES VISIT

Address: <http://www.bitc.org.uk/awards>

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The HRH Prince of Wales's Ambassadors Award



Margaret Clark OBE
Director, The Countryside Agency



Amelia Fawcett CBE
Vice Chairman, Morgan Stanley International

"Margaret Clark of the Countryside Agency for her unique ability to translate practice into policy. She has a unique understanding of the countless issues facing rural communities, be that the need to encourage more local sourcing and the availability of affordable rural housing, or the regeneration of market towns and villages. She has worked from the start on the Rural Action campaign and Business in the Community has depended upon her enormously."

"Amelia Fawcett, the Vice Chairman of Morgan Stanley, for her outstanding leadership in engaging business in the most deprived communities. She has worked tirelessly on both a national and a local level in the East End to improve education and skills and encourage mentoring and partnership between business and local communities. She is constantly trying to identify emerging problems and seeking new ways in which Morgan Stanley can make a difference."

The citation for the National Ambassadors of HRH The Prince of Wales

HRH THE PRINCE OF WALES'S REGIONAL AMBASSADORS

East Midlands Dermot Toberty, Director of People and Organisation Development, Royal Mail	Scotland Graeme Dalziel, Director and Chief Executive, Dunfermline Building Society
East of England Richard Ellis, Managing Director, Norfolk Country Cottages	South East Ian Smith, MD VP Oracle Corporation
London Paul Cuttill, Chief Operating Officer, Networks, EDF Energy	South West Denys Rayner, Head of Strategy for the Bank of Ireland UK Financial Services
North East John Cuthbert, Managing Director, Northumbrian Water	Wales Janet Reed, Head of Sales and Effectiveness, British Gas
Northern Ireland Patrick J Carroll, Maydown Site Manager and Spandex Europe Operations Manager, INVISTA Textiles (UK) Ltd	West Midlands Ben Reid, Chief Executive, West Midlands Co-operatives
North West John Roberts, Chief Executive Officer, United Utilities	Yorkshire and Humber Seán Mahon, Chief Executive, Cattles plc

The Sieff Award
sponsored by Marks & Spencer



The best way to encourage businesses to become more active in their local communities is to show them what others are up to. That's what this award is about. I'm delighted that Marks & Spencer has created this award which recognises the real benefits to communities and to businesses when they work together to achieve common aims.
Sir David Sieff

NATIONAL WINNER = John Buttrick, Manager, Hull Children's University



The Children's University was established to address some of the core educational needs of children from Hull. Designed to raise children's self esteem, achievements and learning aspirations through delivery of out-of-school-hours literacy focused programmes, supported by adult mentors, it involves around 1,000 pupils per term.

John Buttrick was instrumental in the founding of the Children's University in the mid-90s to meet local need and in response to the government's call for the raising of education standards. It is his passion, drive and enthusiasm that have enabled the Children's University to go from strength to strength benefiting hundreds of children.

Much of the success of the project can be attributed to John's role in engaging local businesses and brokering local partnerships. This has resulted in funding and support by around 60 businesses and organisations in the corporate and public sector. Support for children over the last academic year has seen 128 mentors (each mentor supporting an average of three pupils per session) from 24 different businesses working in 20 local primary schools.

As a teacher and head teacher for a number of years, John was deputy head of the Francis Askew School where the first Children's University was piloted in 1997.

REGIONAL WINNERS

East Midlands Rita Patel, Director, Belgrave Baheno	Scotland Dave Berry, Project Manager, Fareshare
East of England Paddy Seligman, Director, Norfolk PACT	South East Chris Davis, Chief Executive, SCRATCH
London Colin Crooks, Chief Executive, Greenworks	South West Peter Chapman, Director of the Shekinah Mission, Plymouth
North East Louise Marsh, Fundraising Officer, Byker Bridge Housing Association	Wales Lynda Davies, General Manager, Too Good to Waste
Northern Ireland Jenny Irvine, Development Co-ordinator, Irvinestown Community Partnership and ITEC	West Midlands Beryl Mound, Headteacher, Aqueduct Primary School, Castlefields
North West Peter Robinson, Chief Executive, Blackburn Partnership	Yorkshire and Humber John Buttrick, Manager, Hull Children's University