

FDf Community Partnership Awards 2006

LOCAL COMMUNITY SMEs

Loch Fyne Oysters Ltd (Gold)

Loch Fyne Oysters Ltd identified childcare as an area of need for its local village of Cairndow, Argyll. The resulting Cairndow Community Childcare initiative provides the unique benefit of childcare for pre-school children and after school care for those attending schools.

Loch Fyne committed access to company facilities and one of its full time employees for three months to research and develop a plan to set up the childcare centre. Now the centre is up and running, Loch Fyne provides ongoing support to the initiative through staff time and expertise along with financial support from its Community Trust (funded by a percentage of the profits from the Home Delivery Service).

The long term aim of the childcare facility is to develop a wide range of activities and resources for the young people of the area. By supporting families in this way the company hopes to encourage more young families into the area in order to maintain the community and to assist local business, including Loch Fyne Oysters, with maintaining a local workforce.

Danone Ltd – Danone Cares Community Programme (Silver)

Danone established its Cares Community Programme in 2004 following an extensive evaluation of its local community needs and how as a small business it could best help. The basis of the programme is the provision of its employees' time for volunteering work – there is no restriction as to the maximum amount of time that an individual can give to activities.

The programme has the following main approaches:

- reading / numbers / language partners – employees spend an hour every week at one of two local schools spending time with pupils in these key areas
- Danone Children's Day – money is raised during the year to support a children's Christmas party, run in conjunction with Ealing Foster Carers Association. Employees provide time on the day to decorate the hall and run the party
- graduates run volunteering challenges twice a year working on community projects such as creating an out door theatre
- workplace teams participating in volunteering events. For example the HR team worked for a day creating a vegetable garden for the local school
- granting an individual's dream to come true once a year

Noel Chadwick Ltd (Bronze)

A truly farm-to-fork food retailer, which slaughters, prepares and sells locally sourced meat via its on-site abattoir, food hall, and fully licensed restaurant. Noel Chadwick's

local community initiatives are wide ranging and far reaching, helping all aspects of its local community in Standish, Wigan.

A family-run business, no project is too small to be considered for assistance. Projects undertaken over the past few years include providing:

- funding for public toilets in the village of Standish
- provisions for the local brownie, cubs, guides and scout camps
- assistance for the local care home for the elderly
- work experience for local students
- employment for local people with learning disabilities.

LARGE COMPANIES

Tate & Lyle Plc (Gold)

Central to Tate & Lyle's local community initiatives are long term partnerships with a small number of key strategic organisations. Together they deliver focused programmes designed to meet those identified needs. Working with the Newham Education Business Partnership, Tate & Lyle identified the need for a programme of education initiatives in its local community of Newham, in East London.

Activities under this programme have been running for a number of years, and have involved a huge number of students in the Newham area. Just in the last year:

- 660 students made half day curriculum related visits to the manufacturing plant and its Education Resource Centre
- 80 students were helped in schools by Tate & Lyle employees on business skills
- a further 350 students have been in contact with Tate & Lyle employees, via their involvement in assemblies and classroom presentations
- 73 students were provided with on-site interview practice, and
- 34 students were given on-site work placements.

Hall & Woodhouse Ltd (Silver)

Hall & Woodhouse Ltd, independent family brewers since 1777, created its Community Chest in 2002. The Community Chest's aim was to provide a long term scheme for Dorset, providing local help for local people. This is achieved with a pool funds and hours of practical help from employees for locally focused projects in their community of Dorset. In 2005, £20,000 was donated for local charitable and voluntary organisations, in addition 400 hours were provided by the company's employees who received an additional day holiday to carry out practical help within the community.

The Community Chest looks to assist the widest possible range of people in the community covering schools, sports clubs, community groups, voluntary and charitable organisations. The assistance comes in all shapes and sizes from employees helping with the painting and decorating of local amenities to organising group outings such as a Proms in the Park outing for the Women's Independent Network.

To help Hall & Woodhouse Ltd promote the availability of the Community Chest, the company has linked with two media partners – Vale FM and Blackmore Vale Publishing. Both actively promote the scheme in the local community generating a high level of awareness for the scheme, making it a truly integrated local community project.

Masterfoods (Bronze)

Masterfoods works closely with the local authorities and voluntary organisations in the towns where it has production sites, to assess the needs of those local communities and decide on where the company can best add value.

As a result, the company supports a large variety of initiatives, focused around four key themes that reflect and complement the areas of its business – education, pet welfare, health and wellbeing, and the environment.

Masterfoods' employees get involved in a number of ways, including:

- giving their time for education initiatives such as the Right to Read, Young Enterprise and providing presentations on mentoring and job seeking
- re-vamping a Skills Centre kitchen and communal area for Nacro, a crime reduction charity
- training young people in interview techniques, making presentations and other business skills
- sponsoring Earth Balloons to promote sustainability in schools and in the wider community, and
- delivering Good Food Hygiene programmes to schools during National Food Safety Week.

WORKPLACE COMMUNITIES SMES

Danone Ltd – Active Health Programme (Gold)

Established in 2004, the Danone Active Health programme was created as a direct extension of the company's approach to health and its consumers.

Following a series of ideas generated from employee workshops, Danone based the programme on four axes – Health, Food, Life Management and Work – under which the company totally or part funds the activities for its employees.

The axes have specific aims:

1. health: to create awareness of health issues by providing easy access to health checks and advice
2. food: to create knowledge of how nutrition links to both your health and performance
3. life management: to provide services that assist employees in dealing with non-work issues
4. work: to ensure the provision of an inspiring office environment and support.

All of these aims are underpinned by a series of activities including the provision of free fruit, water and dairy products; discounted gym membership; massages at work; upgrading the office environment and discounted health checks.

LARGE COMPANIES

PepsiCo – Learning Centre at the Peterlee Walkers Snacks Foods Site (Gold)

PepsiCo UK & Ireland believes that investment in training is fundamental to the success of the business. PepsiCo's Walkers Snacks Food plant in Peterlee, based in the District of Easington in East Durham, introduced its Learning Centre back in 2001. The Centre is open primarily to Walkers employees but also to their families and other members of the community including schools and local SME's and has been a fantastic success since its launch.

The Centre has become the focal point for learning for individual self-development as well as improving skills for business needs. The level of training and skills development available has recently been extended by becoming a full time "Learndirect" centre. This enables everyone who uses the facility to achieve a number of qualifications including the City and Guilds Certificate in numeracy and literacy and a range of National Vocational Qualifications (NVQs).

The success of the Centre has led to the Peterlee site sharing its best practice with other PepsiCo sites and other companies in the area.

Tate & Lyle Plc – Health and Wellbeing (Silver)

Tate & Lyle, recognising the role played by good health in creating a world-class workforce and a thriving, safe and healthy community, created a specific Health and Wellbeing policy. This encompasses a broad range of initiatives focused on improving the health and wellbeing of its employees.

Programmes run as part of this policy include:

- a rehabilitation programme for employees who have been absent due to hospital treatment or illness
- an active Musculoskeletal Injury Programme
- fresh fruit and vegetable ordering service from local not for profit social enterprise, encouraging employees to buy fresh produce at affordable prices
- corporate discounts with local gyms, this also extends to health clubs close to employees' homes
- regular visits from exponents of complementary therapies such as reflexology, back massage, chiropody, Indian head massage and Tai Chi
- running a weight reduction programme which is focussed on changing lifestyle rather than a quick-fix diet
- the provision of free flu vaccinations, and
- running health awareness campaigns in line with national events.

Aimia Foods Ltd (Bronze)

Aimia Foods Ltd, a food and beverage supplier for consumer markets, is committed to improving the lifestyle of its employees and customers. It runs a number of programmes to assist its staff to fulfil this aim, including:

- created over 150 new jobs locally during 2005 with plans for further recruitment 2006.
- invested over £150, 000 in a new canteen and kitchen to provide staff with a broader range of fresh meals with healthy options. The cost of meals are also subsidised by the company and supported by a local start up business.

- introducing a no smoking policy. In parallel the company also introduced facilities to help employees stop smoking such as providing nicotine patches, and a bonus of £50 to anyone who stopped smoking for more than 12 weeks
- subsidising membership to a local gym through the company's Social Club
- organising for a local GP and nurse to come regularly to the company to provide health check-ups
- providing employees and their families access to a luxury villa in Spain (Marbella) and caravan in Devon at no cost to the employees except travel (plans in place to open new holiday home in Orlando July 06).

CULTURE, MEDIA AND SPORT

Danone Ltd – Danone Nations Cup (Gold)

A children's football World Cup, the Danone Nations Cup tournament involves millions of children from the four corners of the world, making their dreams a reality. Danone's in-country offices around the world voluntarily arrange for teams of children to take part in the final Danone Nations Cup tournament, which has grown to involve 32 countries and 2.5 million children.

Danone Ltd decided in 2005 to take on the challenge of arranging a country wide hunt for a team to represent England at the Danone Nations Cup (Final) 2005 in Lyon.

While Danone Ltd contributed the full cost of running the regional events and sending the final 'Team England' to Lyon, a group of dedicated Danone Ltd employees gave their time to form a voluntary project team to co-ordinate a wide range of tasks including:

- arranging the UK's participation in the tournament
- organising and attending the regional heats which took place throughout England
- acting as team leaders at the events, and
- answering children's queries via the website.

Each child received a full day's training with professional coaches at the regional event, ensuring all those that took part improved their skills and confidence whether they were selected or not. The final selected team was taken to Lyon to represent England in the tournament, competing against 31 other countries for the Cup.

Kellogg's - Wrexham Volunteer Sports Coaches (Silver)

Kellogg's partnered with Wrexham Council Sports Development Team to help create a volunteer coaching programme whereby young people could train to become sports coaches for children. Kellogg's made a two year commitment and their financial contribution was matched pound-for-pound by Sportsmatch Wales. Kellogg's helped part-fund the scheme as well as co-ordinated publicity for the coaching programme through newsletters and local newspaper articles, and within its own production site, encouraged own staff to get involved.

The Sports Coaches scheme has to date:

- 100 coaches registered, with 85% volunteering regularly

- provided 230 volunteer hours each month
- benefited more than 3000 children from 28 schools and sports clubs, and
- won the Local Sports Programme of the Year at the Sports-Match Awards in Cardiff.

EDUCATION SMES

General Mills (Gold)

In the development of its overall charitable / community strategy, General Mills researched the needs of its local community via a number of local institutions and bodies. The company's research strongly indicated that there was a real need for mentors within its local borough of Hillingdon – the result was the development of General Mills' Mentoring Scheme.

The Mentoring Scheme takes place during work hours and the employees involved are fully supported to take any time out of the office that is required in this important project.

A team of 16 mentors, including members of the company's Executive team attend twice monthly mentoring sessions with groups of 14/15 year old students at the local secondary school. The aim of the project is to boost student achievement levels and increase feelings of self esteem, whilst giving students a forum for impartial guidance and advice outside of that which they may find in the home or school environment.

Macphie of Glenberrie (Silver)

Macphie of Glenberrie developed its Auchenblae Unique Industry Challenge as part of its ongoing commitment to supporting education initiatives in Scotland. The company developed the scheme from scratch with employees involved from development to execution.

The Challenge combines company and school visits with an e-school company link, with the ultimate objective being for pupils to set themselves up in business to sell a product at their school summer fair. This involved the pupils taking part in a number of Macphie employee led development sessions enabling them to formulate a business, conduct recruitment, training and develop staff; design products; cost production; marketing, packaging and selling the products.

Pupils were provided with a practical insight into how a business operates and the variety of career opportunities available in the food industry. Macphie's employees also gained from the establishment of the Challenge, being provided with personnel development opportunities benefiting not only themselves but also the company.

Everards Brewery Ltd (Bronze)

Everards Brewery's company philosophy aims to make beneficial contributions to the communities in which it trades, and to provide caring, rewarding and enjoyable employment for its staff.

Based on this philosophy, the Brewery has been working in partnership with its local community college - Riverside Community College – to identify areas of need for the College and its students, and in doing so it has provided the Brewery's employees with new learning and development opportunities.

Everards' contributes to the College via funding but also significantly through its employees time. It has been involved in a number of projects including:

- supporting staff in school Governors roles
- providing its surveyor team to help upgrade the College's main hall
- providing employee time supporting the Young Enterprise Scheme
- arranging student visits to the brewery as part of their applied business and enterprise curriculum
- the provision of 'computerised babies' in order to educate students about teenage parenthood.

Everards will also be supporting the College as it bids to become a specialist school for business and enterprise

LARGE COMPANIES

J Sainsbury Plc (Gold)

Sainsbury's Taste of Success programme aims to help children learn about healthy food and cooking. It is an educational initiative run in partnership with the British Nutrition Foundation and the Design and Technology Association. The scheme operates as part of the National Curriculum courses on food technology and has a specialist component linked to Design and Technology Week. It includes awards, a teacher training session and an interactive website.

In 2005 the company held a 'Get Active – Get Cooking' Challenge for pupils to develop and make some tasty and appetising dishes to celebrate a healthy lifestyle. Some of the children's ideas have resulted in recipe cards in Sainsbury's stores or even products on sale.

In addition, food advisers from Sainsbury's local stores work with schools, for example, taking children into stores and providing them the opportunity to try out foods which they may not have had the opportunity to taste before.

Nestlé UK (Silver)

The Nestlé Children's Book Prize is one of the UK's largest awards for children's literature and every year involves over 50,000 children in choosing the nation's best children's books. The Prize is designed to promote high standards in children's literature and to encourage children to develop a love of reading through a project-based competition which is aligned to the National Curriculum.

Nestlé established the Book Prize in partnership with the reading charity, Booktrust, in 1985. There are three rounds to the Book Prize, starting with a panel of adult judges who select a shortlist of books in three age categories. At the same time, around 2,000 school classes complete a creative exercise appropriate to their age, and the winning 50 classes from each age category are chosen to take part in round two as Young Judges. They read the shortlisted books, choose their favourite and complete a curriculum-based project on their favourite and winning book. From the round two projects submitted, one class from each age group is chosen to attend the award ceremony in London to see the authors receive their prizes.

Unilever UK (Bronze)

For the past eight years Unilever's "From Field to Fork" initiative has been a flagship community education programme which teaches children about plant science, sustainability and promotes healthy eating.

The initiative is funded entirely by Unilever and involves the training of up to 30 student teachers each session on the "From Field to Fork" programme.

Once trained, the aim is for the teachers to then go out to schools, with the support of the resource pack, to educate children on the project. Assuming that each teacher uses the pack with just one class of 30 pupils, one session run by Unilever will benefit 900 children.

To date the initiative has reached 8500 teachers and an estimated 250 000 children throughout the UK.