

Business in the

Community



## Investing in the future – Facing real challenges and making true impact

A one-day conference on the way we invest in communities

23 September 2008, 09:00-17:00 | Rich Mix, 35-47 Bethnal Green Road, London, E1 6LA

### Speakers from





**Business** in the

**Community**



## 09:00 Registration & Coffee

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### 09:30 Welcome

**Michael Wagstaff**, Director, Public Sector Consulting, YouGov

**Professor David Grayson CBE**, Director Doughty Centre for Corporate Responsibility, Cranfield School of Management

#### **The Future of Community Investment**

What is the important strategic role that community investment plays in the current and future business climate? What are some of the future scenarios in which companies will have to operate?

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### 10:15 Talent

**Wendy Spinks**, Head of Retail Operations, BAA Plc

**Dave Hancock**, Head of Education & Volunteering, BT

**Peter Lambert**, Deputy Chief Executive, Business in the Community

#### **Our Common Challenge & Opportunity**

The scarcity of resources in terms of skills and talent in people in existing and future workforce is the single most significant challenge that companies face. How can companies address this issue individually and collaboratively and turn the challenge into opportunities for business and communities alike?

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### 11:00 Coffee Break & Refreshments

Excellence doesn't just happen - Discover what makes the 21 CommunityMark pioneers the best investors in the community

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### 11:30 Breakout Workshops

**Alexis Steadman**,  
Community Partnerships Manager,  
Marks & Spencer plc

**Michelle Seale**, CSR Coordinator,  
Axis Europe

**Wayne Morris**, Head of Community,  
Premier Rugby

**Ben Breeze**, Community Rugby  
Development Manager, Bristol Rugby

**Elaine Radford**, Head of CSR Europe  
& Asia, DLA Piper

**Kate Vernon**, Managing Director,  
Community Business Hong Kong

**Maria-Jose Subiela**, Senior  
Programme Manager, Engage

**Helen Chamberlin**, Head of Policy &  
Communication, Tesco

**Deb Conner**, Senior Manager CSR,  
KPMG

#### **Finding the Win-Win: How to Identify the Community Issues That Fit Your Business**

The key to successful community investment is sustainability and mutual benefits of programmes for communities & companies. Case study examples will share learnings on how to approach the question of which community issues are relevant to your business.

#### **The Perfect Match - Off the Pitch: How Professional Sports Clubs & Businesses Work Together**

Sports clubs are often the hub of a local community and can provide a unique and important local reach for corporate community programmes. Learn how successful partnerships have formed between clubs, companies and local authorities.

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#### **Collaboration Amongst Companies: The ENGAGE programmes in Paris & Hong Kong**

This workshop will showcase two innovative programmes focused on employability of youngsters in two very different cultural contexts. How can you engage your employees and meet social need through collaborative action between companies?

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#### **Measuring your Community Investment**

Measuring community investment has changed in focus from mainly input to measuring the impact on communities. This session will include Tesco showcasing its measuring "steering wheel" used for capturing impact and benefits of community investment programmes.

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## 12:30 Lunch

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### 13:45 Panel Debates

**Anita Longley**, Head of Corporate Responsibility, RWE npower

**Pam Webb**, Head of Zurich Community Trust, Zurich Financial Services

#### **Partnerships for Delivery: The National & the Local Perspective**

What are the mutual opportunities, obstacles and benefits for working in partnerships when delivering community programmes? Hear about best practice models from a national and a local perspective and discuss the differences in the strength of partnerships.

#### **Good Foundations in Community: Corporate Foundations & Community Investment**

Corporate foundations are a popular model for delivery of community programmes, but what are the pros and cons of foundations? Hear experiences from well established foundations and join discussions on integration in business, evaluation of impact, and the purpose & role of corporate foundations.

### 14:45 Breakout Workshops

#### **Engaging Employees in Community Investment**

Employees are a main resource to any community investment project. Learn best practices from a CommunityMark pioneer, one of the first companies to achieve the CommunityMark, the new national standard that recognises companies that are the best investors in the community.

#### **Unlocking Talent through Employee Volunteering**

Employee volunteering is a great mechanism for unlocking the talent of young people in deprived communities and giving employees the chance to develop their skills. Speakers will present the business case for their involvement, the practical challenges they face, and their next steps.

#### **Investing in Your Future, Investing in Employees**

Research International will present brand new qualitative research on employee engagement. Learn how the concept of volunteering will be challenged in the new world of work and get practical advice on securing the quality of your volunteering programmes.

### 15:45 Coffee Break & Refreshments

#### **16:00 International Programmes**

**Malcolm Lane**, Director Corporate Affairs, Tata Consultancy Services

**Rachael Barber**, Head of Global Community Investment, Barclays Bank Plc

**Edward Bickham**, Executive Vice President External Affairs, Anglo American Plc

#### **Think Global, Act Local**

How do you keep local relevance to your global programmes? How do you consistently deliver and develop talent in all of the countries in which you operate?

### 16:45 Closing Remarks

**Peter Lambert**, Deputy Chief Executive, Business in the Community

### 17:00 Close