



The Community Investment team at Business in the Community aims to develop and promote effective community investment and help companies measure and benchmark the impact of their activity on the company and community.

Cares, a Business in the Community initiative is a vehicle for employers to support their employees to get involved in the communities where they operate, addressing local community needs and supporting strategic business issues. Cares operates in 22 locations around the UK.

Engage is a global campaign that aims to increase the quality and extent of employee engagement in the development of healthy and sustainable communities. Leading the campaign is the Prince of Wales International Business Leaders Forum (IBLF), working in partnership with Business in the Community and a coalition of strategic NGOs.

This series of Manager's Briefings provides summaries and case studies for company managers on a series of community investment topics:

- The business case for employee community involvement
- Skills development in the community
- Time off policies
- Team challenges
- Fundraising & matched giving
- Awards & recognition
- Payroll giving

Also available:

- Making it Happen: a complete guide to employee community involvement
- Made to Measure: a guide to measuring and evaluating corporate community involvement (coming Spring 2003)

For web copies visit www.bitc.org.uk or ring Ella Ward at BITC on 0870 600 2482 for paper copies.

BUSINESS in the

COMMUNITY

awards and recognition

manager's briefing

With thanks to series sponsor:

BARCLAYS

Community involvement is a matter of good business sense - by helping communities to be vibrant places to live and work in we help our customers, our employees, and the wider communities in which we operate. Barclays is one of the top five corporate contributors in the UK. Our global community investment totalled £31.1 million in 2001 supporting programmes addressing social inclusion, the arts, education, the environment and people with disabilities.

Barclays Community programme is about much more than just giving money though. Fundamental to its success is the support that we provide to our employees who give their time and skills to the communities in which they live and work. We are very proud of their efforts, and not a little humbled by them. In 2002, over 18,000 employees took part in Barclays supported community activities.

For more information visit www.barclays.co.uk/socialresponsibility

This Manager's Briefing was written in association with:



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.

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“ I never cease to be impressed by individuals who tackle issues and surmount problems in their communities. The enthusiasm of our employees for community activities inspires the whole organisation. Every year we recognise and celebrate the successes of those who have made an exceptional contribution to their communities through our Awards scheme. ”

Sir Peter Middleton, Group Chairman , Barclays PLC

Putting it in context

Responsible Business Practice

Is the management of a company's impact on society and the environment so as to add value to the company and increase wider economic and social well-being now and over the longer term. This impact may be through operations, products or services and through interaction with key stakeholders such as employees, customers, investors, local communities, suppliers and others.

Corporate Community Investment

Is a practical set of programmes and processes which enable companies to bring the skills and time of their employees to areas of community need, along with other resources such as donated goods and services, matched giving and use of premises.

Employee Community Involvement

Is a major component of corporate community investment. It describes the ways in which employees can participate in community projects with their company's support.

summary

Research¹ shows that community participation by employees rises dramatically when their employer supports their activity. One important way for an employer to do this is to recognise and celebrate their employees' achievements through internal award schemes. Employers and employees can also enter for externally run award schemes.

This Briefing outlines how large employers such as Barclays, The McGraw-Hill Companies, J Sainsbury, Marks & Spencer, Cadbury Schweppes and Zurich Financial Services organise their award schemes.

'Top Tips' are included for companies thinking of starting a scheme as well as listings of externally organised awards that recognise employee community involvement.



¹ A Home Office citizenship survey (2001) found that of people in employment, 7% volunteered. Where employers had a scheme for volunteering, 21% of staff participated, and where employers supported schemes for donating money, 39% participated.

why awards schemes and recognition?

Awards schemes can be an excellent way of demonstrating an organisation's commitment to employee community involvement by recognising their employees' efforts. Awards can also help the causes employees believe in by awarding a small sum of money to each applicant's nominated charity.

Awards can be given to individuals or teams, or the branch, business unit or outlet of a company that is judged to have made the greatest impact on their local community.

Awards can also be an effective way of finding out what employees are doing without being intrusive.

They do need, however, to be effectively communicated and easy to apply for, as some employees will be reticent about applying. Selection needs to be open and participative. Any external publicity for the awards needs to be carefully managed to avoid employees thinking it is a PR exercise.

If a formal awards route is not suitable there are many other opportunities for recognition. For example, asking the Chief Executive to meet a particular staff member when on site visits, suggesting team managers present bunches of flowers or

certificates at team meetings, or organising a gathering of volunteers with a formal thank you from a senior person all help to celebrate and recognise achievement. As an alternative, and in addition to their formal Awards Scheme, Barclays plants a tree for every employee who volunteers in a Barclays supported community activity. In this innovative scheme, run in partnership with Future Forests, each volunteer also receives a personal letter from the Chairman, a certificate to keep, and a map indicating where their tree is planted. In 2002 over 12,000 were planted at sites around the UK.

case studies

Barclays' Chairman's Awards

Every year Barclays celebrates their employees who make a difference in their communities with Chairman's Awards. The Awards are split into 10 categories; Outstanding Volunteering (team), Outstanding Volunteering (individual), Exceptional Fundraising (team), Exceptional Fundraising (individual), Lifetime achiever (individual), Exceptional Motivator/Champion (individual), Best Overseas (Team) Best Overseas (Individual), Commitment to Employee Diversity (team or individual) and Commitment to Customer Diversity (team or individual).

All employees worldwide are eligible to enter. Nominations are encouraged from colleagues or groups of colleagues as well as self-nominations. Nominations from individuals or organisations external to Barclays are also welcome. A standard application form is supplied requesting information about the nominees involvement, including any supporting material such as press cuttings, photographs and thank you letters.

All UK applications are initially judged on a regional basis. The winners of the UK Regional Awards and the best applications

from overseas go forward to the final judging to decide the overall winners. The judging panel, chaired by Sir Peter Middleton, Barclays Group Chairman, comprises senior leaders from Barclays as well as representatives from charities and other leading external organisations.

The judges look for a variety of elements e.g. impact, personal or team contribution, level of commitment shown, creativity and innovation, sustainability and the actual benefit the individual or team has brought to the community.

At a high profile event, hosted by the Barclays Group Chairman and Group Chief Executive, each of the winners receive a trophy and a cheque for their chosen charity.

For further information contact:
 Claire Robinson
 Tel: 020 7699 5709
 Email: chairmans.awards@barclays.co.uk

case studies

The McGraw-Hill Companies

The McGraw-Hill Companies have two award schemes that recognise volunteer commitment and achievement. These schemes are part of the Corporation's Most Valuable Partner (MVP) Volunteer Recognition Program, set up in the US and successfully introduced in the UK offices.

- 1 The CEO/MVP Award: Presented by Chairman, President and CEO Harold McGraw. This award recognises employees who have done outstanding volunteer work and in so doing have helped to alleviate unmet needs in the community. An award of \$1,000 or the sterling equivalent is contributed to organisations where award recipients volunteer.
- 2 The Corporate Achievement Award for Community Service: An annual prize for a team of employees who have contributed to

the community. A \$10,000 or sterling equivalent prize is awarded to a charitable organisation or group of charitable organisations where the team volunteers. Criteria for the award include achievement, innovation, initiative, collaboration, ongoing commitment and quantifiable impact.

There is also an employee spotlight feature on the company's Community Partners Intranet site, which is an opportunity to recognise outstanding employee volunteer commitment, and inspire other employees in their volunteering.

For further information contact:
 Jo Richards, Standard & Poors
 Email: jo_richards@standardandpoors.com

case studies

J Sainsbury plc

J Sainsbury started their Local Heroes award scheme in 2001. This recognises employee community involvement in an employee's own time as well as fundraising in-store. The only criterion for the individual award of £200 is that the employee has worked full or part time for a minimum of three months and that they volunteer at least one hour per week. A celebration event is held annually, where the top ten Local Heroes receive a further £300 for their organisation.

The in-house journal is used to publicise the scheme with back-up from business television, intranet, and posters. J Sainsbury encourages stores to publicise their employee community involvement in the local press, but takes into account employees' wishes for privacy.

"It is vital that we play a part in the communities in which we operate. I'm proud to see that J Sainsbury is playing such an important role in community affairs."

Sir Peter Davis, Group Chief Executive, J. Sainsbury

For further information contact:
 Sue Mercer, Senior Community Affairs Executive
 Email: sue.mercer@sainsburys.co.uk

top tips for award schemes

Planning

- Gain support from top management. This is essential to the credibility of the scheme.
- Build the business case for why an award scheme is desirable. This should be built on research that shows staff involvement in the community improves skills, builds leadership and increases motivation.
- Decide whether to run the scheme in-house or use a consultancy
- Talk to other companies about their schemes
- Get an agreed budget , including costs of a celebration event

Design

- Consult your employees on the design of the scheme early on.
- Make application form simple to complete
- Establish guidelines on:
 - The organisations to benefit from the scheme. Are any excluded?
 - The kinds of activity the scheme should recognise and how it is measured (time given, innovation, money raised).
 - Who is eligible? (Temporary staff, pensioners, customers, family members or only permanent staff.)
 - Do you have to self-nominate or is nomination by colleagues or both?
 - What value of awards are available, and how many to give out?
 - Is it a competition or does everyone get recognition? Advice from companies is that you should recognise all nominees, not just the winners
- Recruit a celebrity to present the awards and ensure you thank them for their contribution by making a donation to their favourite charity.

Administration

- Start simple. A simple scheme with low costs is a good starting point. Once the scheme is established it can be boosted and enhanced.
- Central or local administration? The scheme might be administered centrally or divided by sector or unit.
- Timescales need to be realistic between advertising and application deadlines, and for the judging process.
- External validation. Greater credibility and accountability can be gained by having an external organisation verify or audit the award judging process

Communication

- Clear communication internally and externally is vital. Work closely with internal communications people to spread the word.
- Employees need access to the details of the scheme in good time.
- Striking the right tone ensures employees see the scheme as valuing their efforts rather than trying to take credit for their volunteering.
- External communication on award schemes help to inform customers and opinion formers about the company's commitment to the community, and contributes to an important aspect of corporate image.

Presentation of awards

- The form of the presentation needs to reflect the company style. Large public events might be right for some; others will want a lower profile.
- Recognising the work of community partners and inviting them to join celebrations is important for building long term relationships with the community.
- Some form of recognition from the most senior level such as a letter or certificate reinforces the value of the award.

Monitoring

- Monitoring success is critical to sustaining and developing an award scheme.
- Recording and analysing feedback from employee volunteers can show the worth of the award scheme and provide innovation.
- Other success indicators could be number of entries to the awards and measures of employee morale.
- Continue to review the awards to include new aspects of your Employee Involvement programme.

case studies	
<p>Zurich Financial Services The Zurich Cares annual charity awards recognise both individuals and teams who have made a significant contribution to the community. The Award categories are:</p> <ul style="list-style-type: none"> • most effective individual fundraiser • most effective fundraising team • most effective volunteer • most effective volunteer team • most supportive manager • outstanding individual contribution to the community 	<p>The winners and two runners-up for each category are invited to an evening award ceremony in London, hosted by the Chief Executive. Each category winner is given £500 for the charity of their choice, and each runner-up receives £250 for their chosen charity. The Charities Aid Foundation (CAF) administers and independently judges the award scheme.</p> <hr/> <p>For more information contact: Pam Webb, Zurich Cares Programme Manager Email: pam.webb@uk.zurich.com</p>

case studies	
<p>Cadbury Schweppes Cadbury Schweppes have a Chairman's Award for Employee Community Involvement that is open to employees globally and attracts almost 100 entries each year. Equally important, however, is the multitude of other ways that the contribution of individual employees to their local communities is recognised. These include inviting employee volunteers to take part in high profile, company sponsored, events. For example, community involvement was the key criteria used to select the 400 employees chosen to represent the</p>	<p>company and carry the Baton during the Queens Jubilee Baton Relay.</p> <p>The company also recognised and rewarded its 'Community Champions' (the employee volunteers who co-ordinate community activity for their site or function) by holding its two-day community conference in Manchester in July. Conference delegates, together with some of the Trustees from the Cadbury Schweppes Foundation, were treated to a trip to the Commonwealth Games on the second day of the conference.</p> <hr/> <p>For more information contact: Kate van der Plank , Community Affairs Manager Tel: 0121 451 4459 Email: kate.vanderplank@csplc.com</p>

case studies		
<p>Marks & Spencer In 2000, the first Marks & Spencer's Volunteer Awards were launched and culminated in an awards ceremony held at the Dome in London. The awards are now an annual event. The Employee Involvement Manager manages the awards through the following process:</p> <ul style="list-style-type: none"> • Application forms and internal communications are sent out to all UK stores, head offices, warehouses, and Marks & Spencer Financial Services. • The Charities Aid Foundation score the nominations based on previously agreed criteria and produce a report of all nominations received. • A shortlist of approximately 6 nominees is selected from each category to be considered by the judging panel. 	<ul style="list-style-type: none"> • The judging panel consist of a senior executive from Marks & Spencer and a further 4 people selected from internal and external sources who have knowledge or are involved in employee involvement. • The judging panel review the shortlisted nominees and select a winner and 2 runners-up from each category and an overall winner. • A lunchtime event is held to present the winners and runners-up with their awards. A celebrity who is generally affiliated to one of the charities Marks & Spencer are working with presents the awards. A senior executive acts as Master of Ceremonies at the awards ceremony. • Runners-up are awarded £250, category winners get £500. The overall winner receives an additional 	<p>£1,000. All monies are given to the charity the employee volunteer/fundraises for or a charity of their choice. All nominees receive a £25 Marks & Spencer gift voucher in recognition of the value the company places on employees giving their time to benefit the local community.</p> <p>The awards are open to all permanent full-time and part-time employees of Marks & Spencer working in the UK</p> <hr/> <p>For more information contact: Juliet Curley, Employee Involvement Manager Email: juliet.curley@marks-and-spencer.com</p>

external awards

Entering a company volunteering programme for an award, whether a local, industry or a national award can give your programme and your volunteers a welcome boost. It could also mean more funds for your programme and more volunteers eager to join in. Here are some of the award schemes operating in the UK.

Business in the Community's Awards for Excellence

Established in 1996, BITC's Awards for Excellence recognise the best examples of responsible business behaviour by companies. Over 130 entries were submitted in 2002 across 13 award categories.

The categories cover areas such as community investment, environmental issues, diversity and innovation. A new award for small and medium sized organisations was introduced in 2001. And in 2002/3 the Awards will be expanded regionally across the UK to recognise regional business units and smaller companies.

All awards finalists are entitled to use the 'BIG TICK' (Impact Endorsement Mark). This demonstrates measurable impact of corporate social responsibility programmes. It is a standard of excellence set by Business in the Community and the British Quality Foundation based on the European Business Excellence Model.

Further details can be found at www.bitc.org.uk

Dragon Awards

Established in 1987, the annual Lord Mayor of London's Dragon Awards recognise the positive impact that business and employers can have on the social, economic and physical regeneration of the capital. The six award categories are: local regeneration, Heart of the City (for City and Docklands employers), small business, corporate community involvement newcomer, London partnership and Lord Mayor's award. In 2002, the awards attracted 57 entries from employers ranging from City-based investment banks and law firms to football clubs. For more information contact The Corporation of London, www.cityoflondon.gov.uk/dragonawards

Employee volunteering and the environment Awards

A consortium of environmental charities headed up by the National Trust has developed a national awards scheme for organisations who take part in volunteering activities through their programmes. The awards for outstanding contributions made by corporate and public sector organisations and their employees feature a number of categories:

- Conservation and Environment
- Education and Community
- Long term commitment
- Significant achievement by a secondee
- Graduate commitment

The Employee Volunteering Project (EVP) partnership includes the National Trust, BTCV, RSPB, YHA and The Wildlife Trusts. Contact Helene Toogood at evp@ntrust.org.uk.

The Flying High Awards

The Flying High Awards, organised by the Volunteer Development England (previously the National Association of Volunteer Bureaux) with British Airways, aim to reward quality and recognise excellence in the work carried out by volunteer bureaux throughout England. They are awarded at the annual conference. For more information go to www.vde.org.uk

Local and regional Awards

Your local newspaper or chamber of commerce may operate a scheme to recognise employers' contribution to the community. Similarly, your area of business (e.g. retail, local government) may have 'trade' awards including a category for community involvement or social responsibility.

Useful contacts and further information

www.bitc.org.uk Business in the Community's website includes information on employee community involvement, case studies from the Awards for Excellence and the Cares employee volunteering network.

[Cares](#) (a Business in the Community initiative) is a vehicle for employers to support their employees to volunteer in the communities where they operate, addressing local community needs and supporting strategic business issues. Cares provides training and advice for both corporate and voluntary sector partners. For more information on Cares, please email amanda.jones@bitc.org.uk or visit www.bitccares.org.uk.

www.iblf.org The International Business Leaders Forum in partnership with Business in the Community are running [Engage](#), a three-year worldwide campaign to promote employee community involvement globally via an international communications campaign and through the sharing of company good practice.

www.communitymark.org.uk A BITC initiative for small and medium sized companies to reward and recognise their community involvement.

www.cecile.net CECILE is a network of organisations across Europe who can work with companies to develop their community involvement. The network is co-ordinated by Business in the Community and has partner organisations in every country in Western Europe.

[Charities Aid Foundation](#) (CAF) offer advice and a service to run internal award schemes for companies. Telephone 02074002300 or email lpanting@cafonline.org

www.do-it.org.uk A central online database of volunteer opportunities where people can search for vacancies relevant to their interests and location.

www.employeevolunteering.org.uk This website is administered by the National Centre for Volunteering, and funded by the Home Office Active Communities Unit to be a comprehensive resource on employee volunteering for companies and individuals.

www.vde.org.uk The website of Volunteer Development England – supporting, promoting and developing volunteering through volunteer bureaux.

www.timebank.org.uk TimeBank is a high profile national campaign to raise the awareness of the value of giving time and inspire a new generation of volunteers.

www.volunteering.org.uk The National Volunteering Centre is an organisation that works to promote excellence in volunteering in England.

Credit

Business in the Community would like to thank Cathy McBain of the National Centre for Volunteering for her input into this Manager's Briefing.