

## Highlighting the benefits

### Some examples

#### Question 3 (a) - quantitative Community Benefits

The Enterprise Programme is open to every student.

- 1800 students received 7000 days of intensive enterprise learning
- This involved 30 activities, which were delivered by 475 company professionals and education partners.

Through the education programme, there has been an improvement in Year 9 Level 5+ Maths SATs as follows:

- 17% in School A
- 5% in School B
- 5% in School C

Over 2000 members of the community were involved in the different activities including personal development programmes, training and work experience

This programme helped to create 36 jobs and 50 volunteering opportunities – all of which contribute to the Big Society agenda

#### Question 3 (b) - Qualitative Community Benefits

In a Borough with the highest national unemployment rate (11.23%) and with 66% of families who speak English as a second language, the Enterprise programme helps bridge economic and cultural differences and raise students' aspirations. Beneficiaries say the Enterprise Programme's benefits include:

- Increased self-confidence
- Public speaking skills
- Motivation to aim higher
- Broadening horizons
- Exposure to professional role models
- Keener interest in enterprise.

The Headteacher said:

"The Enterprise Programme makes a fundamental contribution to the education of our young women, enabling them to become confident, articulate and critical leaders, with the ability to operate successfully in much wider social and professional contexts than they would otherwise have access to."

"It is clear that the work of the company in relation to enterprise and business mentoring are having a significant impact on the motivation of our students."

A student said: "It has enabled us to gain important life skills and given us a better understanding of the working environment and the value of enterprise."

#### **Question 4 (a) - Quantitative Business Benefits**

The relationship has extended the Firm's brand to a wider stakeholder audience, including the government, NGOs and clients.

- Employee surveys testify to rewards from involvement: work-life balance, loyalty/retention and networking - 86% of participants increased their sense of wellbeing; their understanding of and empathy with others; their awareness of wider social issues; and their pride in the company
- Support for the development of staff skills through employee volunteering programme - 70% of participants developed their adaptability, influencing and communication skills
- Hiring a graduate from the partner school - now an ambassador for the partnership
- Tangible brand enhancement/value in the past year, press and awards:
  - o Winner of a local EBP Volunteering Award
  - o Finalist 'Employer of the Year' (nominated by the School) at 2008 London Education Business Partnerships Awards
  - o An article in the Financial Times
  - o An article in the New York Times article mentioning partnership. This paper has a circulation of about 1.1 million people
  - o £87,020 advertising/PR benefits (estimated by independent PR company)

#### **Question 4 (b) - Qualitative Business Benefits**

Each of our community programmes is evaluated annually and we solicit feedback from our volunteers and the school. Employees regard their involvement as a very positive aspect of the Firm, enabling them to provide a valuable service to the community whilst helping with their own development needs including leadership and communication skills. The Firm's community outreach programme is also important for its recruiting efforts. To be an employer of choice both for retention and growth, we place our social commitment at the heart of what we do.

##### CEO, Europe, Middle East, Asia:

"The Firm aims be "best in class" in all that we pursue. Our reputation has grown significantly through partnerships such as the school and we are often consulted as an expert and source of knowledge in philanthropic and community-related issues for external stakeholders including clients, Local Authorities, government agencies and even colleagues in other institutions."

##### Client:

'The work the company is doing with the School adds outstanding value and something all companies should undertake.'

##### Member of staff:

"It is personally rewarding to know that I am helping the students at the School learn basic skills that will bring them new opportunities for success as students and in their future vocations. Our work also brings humility to our professional lives and means that I have the opportunity to interact with different people in the firm that I would not work with in my day job."