



# G4S Community Investment Review: 2010

## Business Unit Funded Community Projects

### Objective

Measuring our investment and the impact of that investment is crucial to facilitate the understanding and effectiveness of our community projects. This review aims to:

- Improve the measurement and reporting of G4S input to and impact on charitable and community projects across the group.
- Encourage the spread of best practice

### Project Backgrounds

*What does the project do?*

#### **The Bromley by Bow Centre**

Founded in 1984 the Bromley by Bow Centre is an exemplar for its social entrepreneurial approach to community regeneration. Based in the East end of London, Its mission is to remove the label 'deprived' from the local area and create a healthy and enterprising community across Bromley by Bow and Tower Hamlets. Based in the heart of its community the Centre now supports over 3,000 families, young people and adults each week to learn new skills, improve their health and wellbeing, find employment and develop the confidence to transform their lives. At the core of its thinking is a belief in people and their capacity to achieve amazing things. The Bromley by Bow Centre delivers a unique integrated model which enables people to transform their lives, in four key ways. It:

#### **1. Supports people to develop good health & wellbeing**

The Bromley by Bow Healthy Living Centre opened in 1997 with a radical and holistic approach to tackling chronic illness. It provides a range of programmes designed to be welcoming and accessible for all which are delivered in a stimulating and high quality environment. Many programmes support people with chronic physical health problems, such as asthma, diabetes and heart disease and mental health issues including depression and anxiety.

#### **2. Works hard to create an enterprising community**

The Centre helps local people to improve their economic situation by setting up social enterprises which will become sustainable local businesses and through fostering a spirit of enterprise across the community. It has incubated 33 new social enterprises across Tower Hamlets which turnover £2m between them, creating over 200 new jobs.

It also has a dedicated employment team that helps people to find work through providing employability skills training (such as CV-writing, interview techniques) and helping people get onto courses to improve their employment chances. Last year we helped over 120 people to find employment. Many had never worked before.

#### **3. Provides advice and support to help people manage their household**

The Centre provides a "one-stop shop," drop-in service for people who need advice and support on a range of issues, including benefits, rent arrears, debt counselling and housing issues. For many people resolving their fundamental money worries is the first step in beginning to make positive changes in their lives.

#### **4. Enables people to learn new skills**

The Centre provides stimulating and accessible learning opportunities and supported routes towards employment. It offers learners a range of courses including skills for life (literacy, numeracy and English Language), vocational training and a BA in Social Enterprise, delivered in partnership with University of East London.

The Centre achieves national and international attention for its work. It was the UK's first Healthy Living Centre and one of the first Children's Centres. It regularly hosts visits for ministers and shadow ministers. For example, four senior coalition ministers have visited since May 2010.



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*What is the background to G4S' relationship with the project?*

In 2002 G4S decided to move into healthcare through new Government PFI initiatives and the opportunities to build and manage health centres. The problem was that G4S had unrivalled expertise in managing facilities (including prisons and government buildings) but had little experience in healthcare. It was at this point that a G4S senior manager came across The Centre.

A partnership was established between G4S and The Centre: critically it was initially a business relationship in which G4S contracted The Centre to provide support to its business development team in creating their healthcare model and support the PFI bid-writing process. Success followed almost immediately when G4S was awarded the Government's first ever LIFT contract (Local Improvement Finance Trust) which led to the building of seven new health centres in East London.

The partnership continues to grow with an ongoing commitment to joint bidding on major new contracts

### **G4S Inputs**

*What is G4S' financial donation?*

- £20,000 annually
- The Regional Management team also raised money through dress down days and other initiatives in 2009: last year we raised £800 which was then matched through the Group Match-it! scheme.
- A team from G4S Secure Solutions (UK) have so far raised over £7,000 by doing the 2010 Brighton Marathon on behalf of The Centre
- A used van from G4S Integrated Services has been recently donated to the Centre
- Supporting the Charity's first fundraising auction by donating an auction prize

*Please provide a specific example of what G4S is funding at the project?*

The £1,600 raised by the Regional Management team was donated to The Centre's Signs of Life social enterprise, which they had previously supported through a day's volunteering. Signs of Life works with disadvantaged young people in the local area. Through running after-school groups, school workshops and public art projects the enterprise gives young people the opportunity to improve their confidence, raise their aspirations and gain vocational training.



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### *What employee engagement is being carried out?*

There has been widespread employee engagement surrounding the scheme:

- Articles in The Link
- Case studies used in 2009 and 2010 UK&I CSR reports
- Case study used the Group's 2010 CSR report
- Case study used on the UK&I website
- Articles in Integrated Solutions intranet
- Bromley By Bow Centre highlighted in CSR posters used across the business
- Bromley By Bow Centre referred to in regional employee and manager's induction presentations
- Bromley By Bow Centre promoted numerous times at Communications and CSR Forums
- Strategic and tactical support on the formulation of the documentation and stakeholder approach programme for the East London Bond (a funding exercise to support The Centre)

### *What services are being provided by G4S to the project?*

The current services have been offered:

- Chris Elliott, MD IS, has joined the board of the Bromley by Bow Centre in an individual capacity. He draws on his wealth of corporate experience in his contribution to the board
- Chris Wilkins, Director of Business Services in IS, has assisted The Centre in their bid formulation and approach to quality standards
- Advice on their Business Continuity planning and Health and Safety management
- Bromley By Bow Centre are now registered on the G4S talent management system and have put forward clients for roles within G4S Integrated Services. G4S offers a two week volunteering experience to selected Bromley By Bow Centre candidates and based on their performance offer available vacancy to qualified candidates.



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### G4S Impacts

*Provide measurable statistics demonstrating the impact that G4S funding has had? How many people have G4S supported through the investment?*

Success breeds success and over the past eight years G4S and the BBBC has steadily developed a portfolio of reciprocal partnership working across a broad range of service areas.

- The initial LIFT contract (East London LIFT) won in partnership with the BBBC was worth £0.4m per year over 25 years
- The BBBC has developed a series of breakfast seminars for school caretakers employed by G4S at 25 schools in Tower Hamlets to encourage them to develop their customer service and community engagement skills when interacting with children and other school staff. In the last academic year, BBBC provided training to 33 managers
- In 2008, BBBC provided training to 20 ancillary staff at Mile End Hospital focusing on the learning of ESOL for work
- G4S has transformed the service provided by the reception desk at Mile End hospital due to input from the BBBC. Physical changes to the reception desk included the removal of a Perspex screen that was perceived to be a barrier to communication and the creation of an open, more welcoming reception environment. A new multi-lingual receptionist was recruited at Mile End hospital by working with BBBC's employment and vocational learning teams and this appointment has transformed the effectiveness of the reception function at the hospital.
- The BBBC has recently developed a job brokerage scheme for G4S to support its work on the Olympic site in East London.

*What measurable outcomes have originated from the G4S? How has G4S changed the lives of the people involved?*

- The BBBC's landscaping social enterprise, Green Dreams, provides grounds maintenance to 25 schools in Tower Hamlets through G4S's PFI contract.

Rob Trimble, Chief Executive of the Bromley by Bow Centre says: "It has always been clear to me that the key to our relationship with G4S is shared values. We are both committed to excellence and providing the most coherent and effective solutions as possible. Essentially David [Taylor-Smith] and I are running organisations (albeit on very different scales) which are about valuing people and delivering high quality services. Our relationship with G4S is about finding areas of mutuality that can add real value to both of our businesses."

*What customer involvement has there been with the G4S partnership with the project?*

See above – BBBC and G4S share a number of customers:

- Tower hamlets Schools
- East London LIFT
- Mile End Hospital
- Olympic Development Authority

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*What external endorsement has there been of the G4S partnership with the project?*

Two core published documents highlight the G4S/BBBC relationship as a best practice example partnership between the private and voluntary sectors:

- Building Stronger Communities – Business and the third sector, published by the Cabinet Office, July 2009
- Promoting Diversity – the power of procurement, published by the CBI, November 2009