



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 background

What does the project do?

“Give it a Go” - G4S Youth Judo Programme

In 2008 G4S Secure Solutions (UK) joined forces with the British Judo Association (BJA) to invest in a programme to encourage children of all ages to get more involved in the sport.

G4S, in partnership with the BJA, launched the G4S Youth Judo Programme, which is available to all G4S Secure Solutions (UK) employees and offers their children subsidised judo lessons, as well as contributing towards their kit, licensing and grading. Employees without children can apply on behalf of children in their extended family e.g. niece, nephew, grandchildren.

Programme aims:

- To encourage children to participate in judo which instils qualities, such as discipline and self control, which will benefit them in the future.
- For children to engage with their local community through a worthwhile, safe and fun activity.
- For G4S to actively encourage involvement in judo to will enable employees to gain a greater involvement in, and understanding of, the company’s partnership with the BJA.
- To support local judo clubs by boosting membership.
- To help grow the sport.
- To provide G4S Secure Solutions (UK) employees with a health and wellbeing benefit for them and their families.

The programme is an excellent example of the UK&I CSR Policy’s “Community Engagement” principle which aims to “help build safer communities by engaging with young people, primarily through sport and constructive activities, to help them lead purposeful lives.”

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

The G4S Youth Judo Programme grew out of G4S plc's partnership with the British Judo Association, which was formed through the FTSE-British Olympic Association Partnership Initiative which was launched on 14 February 2007.

The initiative partnered FTSE companies with the National Governing Bodies (NGBs) of Olympic sports to help improve the effectiveness of their business delivery and performance. Businesses were asked to offer 'support in kind' (as opposed to offering financial sponsorship) through skills and knowledge transfer, and could access agreed benefits through the sport. The intention was for the relationships to extend up to, and potentially beyond, the London 2012 Olympic and Paralympic Games in order to give the partnerships the best opportunity of making a lasting difference over this challenging and exciting period.

G4S was the first of the FTSE-BOA Partnership companies to proactively encourage involvement in their sport in a practical manner and to push development of potential for 2012.

The G4S youth judo programme was designed to encourage the children of its employees to become involved with sport and, through judo, learn its core values of discipline and self control while fostering physical fitness and a healthier lifestyle.

G4S inputs

What is G4S' financial donation?

G4S committed to a significant investment each year for this programme with the intention of continuing until 2012 at the earliest.

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

In 2009 more than 140 children benefited from the scheme, through:

- subsidised judo tuition at a participating British Judo Association judo club
- a free judo suit upon joining the programme;
- up to three free gradings per 12 months.



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What employee engagement is carried out?

There has been widespread employee engagement surrounding the scheme:

- Launch article 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 Secure Solutions (UK) employee newsletter
- Scheme highlighted in CSR posters used across the business
- Scheme referred to in regional employee and manager's induction presentations
- Scheme promoted numerous times at Communications and CSR Forums

What services are being provided by G4S to the project?

(eg. services such as free or reduced rate security or staff time)

None

G4S impacts

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

The programme was launched on 15 December 2008 to Secure Solutions (UK) employees, and quickly received applications for 105 eligible children. Applications increased to 143 in 2009.

By August 2010, a large number of employee's children were still participating in the scheme.

Overall we have experienced a higher retention rate among those employees signed up to the judo programme than those who aren't: 89% for those in the programme against an average of 85% across the company.



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

The "Give it a Go" judo project is a hugely interesting joint initiative to encourage dependents of G4S employees to participate in the sport of judo. We believe there is great compatibility between the G4S workforce and the sport of judo and this is a unique attempt to provide employees with a great incentive to get their dependents active in a sport that provides a lifelong learning process and a host of other benefits. G4S should be commended for this innovative approach to putting resources, both personnel and financial, into a programme that will improve the quality of life for it's' employees and is contributing to the growth of our sport.

Some comments from children involved in the scheme:

"I go to Judo once a week for an hour. I like going because it's good exercise and it's really fun. The outfit is very comfortable – it's like a coat." Priya Parekh, age 9

"I have an hour-long session at a local school every Thursday. I've been doing it for nearly a year now and I enjoy being able to fight in a safe environment." Dominic Vidal, age 15

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

None

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

Densign White, Chairman, British Judo Association, said: "We really look forward to working with G4S over the next four years, and this investment will prove a further boost to the sport in the UK. The profile of the sport continues to grow and initiatives such as this will enhance the sports reputation and ensure future success."