

Business in the Community Awards 2005

Care of staff is top of the agenda

Treatment of employees has become a vital strand of corporate responsibility, writes Alison Maitland

Handling more than 3m passenger journeys a day on the capital's tube system, employees of London Underground frequently find themselves in highly pressured situations.

Three years ago, LU highlighted the costs of stress-related absence and secured funding for a health plan to tackle it.

LU, which receives a "big tick" in this year's Business in the Community (BITC) awards for excellence, introduced a stress reduction programme using cognitive behavioural therapy to help employees better understand and cope with stress.

Managers were also given a toolkit including guides on handling stress, advice cards on how to conduct back-to-work interviews with staff returning from sickness absence, "relaxation CDs" containing information and exercises, and a dedicated email address for requests for help with stress problems.

Sickness absence has fallen by considerably more than LU's initial target. According to figures submitted to BITC, this has generated annual savings of £455,000, equal to a return on investment of 8:1.

The stress programme is short-listed along with initiatives by six other organisations, including AstraZeneca, Ernst & Young and

3M, for the UnumProvident Healthy Workplaces Award. It is one of three new awards that, combined with many entries to established awards, underline how treatment of employees has become a vital strand of corporate responsibility.

"To be a responsible business today, to engage in the global debate about corporate social responsibility and to blow away the hot air that swirls around the subject, any business needs to start by being a responsible employer," says Julia Cleverdon, chief executive of Business in the Community.

"What doesn't work and doesn't achieve a positive impact on society is to attempt to bolt social responsibility on to existing structures by throwing time, money and effort at neighbourhood renewal or the environment while your own people at work are lacking in motivation and skills and your supply chains feel badly treated."

National Grid Transco, another short-listed company, found an imaginative way to encourage its 14,000 UK employees to take action to improve workplace health and safety. The international energy delivery business launched a "safety charity challenge" in which the company donated money to Mencap and Enable, the disability charities, each time an

employee identified a hazard at work that was subsequently removed.

The scope was broadened in 2001 to include reducing traffic accidents involving Transco vehicles. Employees were also able to choose local charities to benefit from half of the donation, with the other half going to Mencap and Enable. Work-related injuries fell to 117 in 2003-4, the company's lowest-ever annual figure, from 543 in 1998.

The Healthy Workplaces award links into BITC's newest campaign, Business Action on Health, by recognising different ways in which companies can improve the wellbeing of their employees. New research conducted for the campaign jointly by BITC and vieLife, a consultancy on



Well-trained: London Underground cut its rate of absence through sickness by more than its target and saved £455,000 a year with its stress reduction programme

problem of stress, which is now one of the two most commonly reported causes of work-related sickness absence, along with musculoskeletal disorders.

The research, consisting of an online survey completed by 454 chief executives, finance directors and HR directors, shows that companies still tend to focus on

aimed at employers. Yet 92 per cent of the chief executives and finance directors, and 81 per cent of the HR directors, had read nothing about this. About 70 per cent of respondents agreed that their organisation would benefit from a standard way of benchmarking and measuring health and wellbeing.

The lack of clarity about what constitutes best practice is reflected in big variations in the quality and type of programmes submitted in the 30 entries to the award, BITC says. To achieve a big tick from the awards' independent assessors, entries need to demonstrate both qualitative measures, such as testimonials, and quantitative evidence. Some entries to the new awards were short on statistics measuring progress and outcomes, something that the charity hopes will improve next year.

Ms Cleverdon says that

the theme of being a responsible employer links the healthy workplaces award with this year's other two new awards: the HBOS Supply Chain award and the Oracle International Award.

"Responsibility and care for people is being pushed down the supply chains, partly under pressure from existing employees and partly under pressure from customers," she says. "Investing in the supply chain is a direct investment both in the value of the business and in the target economy."

Big ticks go to Boots, BT and Ricoh UK for the supply chain award. Boots, for example, has a verification programme that is designed to ensure suppliers comply with legislation and the company's code of conduct for ethical trading. In-house assessment teams visit European and Asian suppliers to check wages and benefits,

health and safety, and issues such as whether there are underage workers. Employees are encouraged to give their views, either anonymously or in discussion groups.

Since the start of the programme by the health and beauty retailer in 2002, the verification teams have identified more than 2,500 breaches, for which they have required remedial action. Benefits include efficiency gains among suppliers, lower staff turnover and better relations between Boots and socially responsible investment funds.

The international award focuses on Africa and is made in association with the International Business Leaders Forum and the UK government-sponsored Commission for Africa. Big ticks in this new category go to Anglo American, Citigroup, GlaxoSmithKline, Merchants and SABMiller.

SABMiller, the international brewing group, introduced Eagle Lager, an affordable beer made from locally-produced sorghum in Uganda, as an alternative to the crude, home-made alcohol consumed by many communities that could not afford to buy beer.

Four years later, the new lager has a market share of about 20 per cent and has become the top brand of Nile Breweries, the group's Ugandan operation. About 3,500 Ugandan farmers have contracts to grow the sorghum and the company's relations with the government have greatly improved.

The company says the project demonstrates both the benefits of approaching development from a commercial perspective and the central role that the private sector can play in assisting African countries to achieve the United Nations' Millennium Development Goals.

'Responsibility and care for people is being pushed down the supply chains'

workplace health and productivity, finds that business leaders are interested in employee health and wellbeing but are uncertain about how to measure them or indeed about what matters to the business.

Mental health, for example, is seen as a low priority, in spite of the complicated

measuring sickness rather than promoting health. Only 43 per cent of HR directors measure health through risk assessments or health check-ups.

Last November, the government published a white paper, Choosing Health, including a chapter entitled Work and Health that was

Business in the Community Awards for Excellence 2005: The Big Ticks



Centrica Diversity Award

Ford of Britain (DEAR - Diversity Equality Assessment Review)
PricewaterhouseCoopers (Diversity, how we leverage success)
Royal Mail Group (Diversity Inclusion Programme)
The Britannia Group (Business as usual)

Life Award

Sercos Group (Skills for You)
VT Shipbuilding

UnumProvident Healthy Workplaces Award

3M United Kingdom (Aycliffe plant) (3M Aycliffe Working for Health)
AstraZeneca (Health and Wellbeing in AstraZeneca)
Ernst & Young (The Best Place to be - Healthy Working at Ernst & Young)
London Underground (Stress Plan)
National Grid Transco (Safety Charity Challenge)

Dollond Aitchison Cause Related Marketing Award

Blockbuster Entertainment (Blockbuster supports Starlight Children's Foundation)
Debenhams (Debenhams and the Breast Cancer Campaign)

ScottishPower (Tackling Global Climate Change Through Green Energy Products)
The Bingo Association (Bingo for Breakthrough)
The Somerfield Group (Reaching Out - A Partnership between The Somerfield Group and the Muscular Dystrophy Campaign)
Vodafone UK (The Vodafone National Autistic Society Partnership Better relationships through communication)

Re-accredited
Avon Cosmetics (Avon Breast Cancer Crusade)
BT (BT 'Am I Listening? campaign)
Food Brands Group (Food Brands Group and Coffee Kids)
Musgrave SuperValu-Centra NI (SuperValu - Driving Home Early Detection' with Action Cancer in Northern Ireland)
Musgrave SuperValu-Centra NI (Centra - 'School Action' partnership with Action Cancer in Northern Ireland)
Tesco Stores (Tesco Computers for Schools)
Tesco Stores (Race for Life)
The Co-operative Bank (Customers Who Care)
Yell (Yellow Woods Challenge)

HBOS Supply Chain Award

Boots (Supplier Verification Programme)
BT (Corporate and Social Responsibility Programme)
Ricoh UK Products (Green Procurement Programme)

Post Office Rural Action Award

BHP Billiton (Enabling Communities)
Booths (Booths - Regional Sourcing Strategy)
Norfolk Country Cottages (Looking Both Ways)
ScottishPower (ScottishPower Edinburgh Farmers' Market)
Wiggly Wiggles

Re-accredited
Hopes of Longtown

Shields Environmental Award

A Marshall Sons Ltd T/A Blue Line (Creating Sustainable Furniture Solutions for Schools)
Laing O'Rourke Scotland (Closing the Gap)
RBS (Aimhigher Roadshow, England)
RBS (Aimhigher Scotland)
RBS (Aimhigher Wales)
ScottishPower (ScottishPower Learning Loadhog Limited)
Northumbrian Water (Wear Valley Water Treatment Works (re)redeem (Recycling Appeal)
Ricoh UK Products (Zero Waste Programme)
Rolls-Royce Group
ScottishPower (champion of clean energy)
Simons Construction (Environment Management)
terroir restaurant (terroir - a manifesto for a green restaurant)
The Boots Company (Good Carbon Management Practice)
Yorkshire Water (Towards a More Sustainable Environment)

BUPA Healthy Communities Award

AMV BBDO (Big House)
awg (give me five - employee volunteering)
B&Q (Supporting Community Regeneration)
BBC (Oxford Road - More than a drama)
BP (Scottish Forest Alliance)
BP (My Future's in Falkirk)
British Gas (The British Gas Here to Help Programme)
BT Wales (BT Community Connections Wales)
Cadbury Trebor Bassett
Capital One (CATS Case Awareness Tracking System)
Diageo (Tomorrow's People)
HomeGroup (North Benwell)

Greggs Investing in Education Award

Arsenal Football Club (Arsenal Double Club)
Deutsche Bank (Deutsche Bank Spotlight Awards)
ESH Group (Fit for Employment)
Experian (Experian's Investment in

Education)
GlaxoSmithKline (Science Education Programme for Students and Teachers)
Halo Furnishings (Halo and Languages for Schools)
Laing O'Rourke Scotland (Closing the Gap)
RBS (Aimhigher Roadshow, England)
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ScottishPower (ScottishPower Learning Loadhog Limited)
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Neighbourhood Management Initiative)
ITV (ITV Britain on the Move)
Kwik-Fit Financial Services (Changing rooms - changing lives)
Lloyd's (Community Programme Police Mentoring Scheme)
Nationwide Building Society (Nationwide Cats Eyes for Kids)
Northumbrian Water (Just an Hour)
Provident Financial Management Services (Scholemoor Challenge)
RBS (RBS Supergrounds)
RWE npower (Health Through Warmth)
ScottishPower (ScottishPower Learning Loadhog Limited)
Starbucks Coffee Company UK (Partners in Education)
Woolworths (Playground Partnerships)

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ScottishPower Communications Award

HBOS (Community Investment Ambassadors)
RBS (RBS Supergrounds)
RWE npower (Health Through Warmth)
ScottishPower (ScottishPower Learning Loadhog Limited)
Starbucks Coffee Company UK (Partners in Education)
Woolworths (Playground Partnerships)

Power in Partnership Award

Bristol Action on Homelessness
Hoxton Whittle (Compass Group UK & Ireland, Whitbread)
The MetroCentre Safer Shopping Partnership (CSC MetroCentre, St James Security)
Million £ Challenge (HBOS Group)
Upskilling the long-term unemployed into sustainable construction (Laing O'Rourke Scotland, Glasgow Employers' Coalition, Construction Industry Training and Education Centre)
Bounce Back Community Programme (MLS/Westfield Sharks, HSBC)
Grow Your Future Workforce (United Utilities, ScottishPower)

Impact on Society Award for Large Companies

BHP Billiton
National Grid Transco
PricewaterhouseCoopers
RWE npower
United Utilities

Impact on Society Award for Small Companies

Axis Europe
Corporate Culture Haven Products
Musgrave SuperValu-Centra (MSVC) NI
Phoenix Natural Gas redeem

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Innovation Award

ESH Group (Innovation through the "Fit for Employment" partnership - ESH Group and Deerness Valley School)

Oracle International Award

Anglo American (Supporting development in Africa - delivering on our Business Principles)
Citigroup (The Edutainer Project, Sub-Saharan Africa)
GlaxoSmithKline (GSK's Commitment to Eliminating Lymphatic Filariasis)
Merchants (Merchants Community Investment Project - Creating a future for South Africa's youth)
SABMiller (Eagle Lager - Nile Breweries)
SABMiller (HIV/Aids African Corporate Social Responsibility Programme)

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Business in the Community

Community

not just a ✓ but a better way of doing business . . .

Congratulations to our 2005 Big Tick companies

Business in the Community is a unique movement of over 800 member companies, including 80 FTSE 100 companies, with a further 2,000 plus engaged through our programmes and campaigns. We operate through a local network of more than 100 business led partnerships and 60 global partners.

For more information about Business in the Community and the Awards for Excellence please telephone: 0870 600 2482 or visit: www.bitc.org.uk/awards

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