



THE LORD MAYOR'S 2011
DRAGON AWARDS

Recognising Community Engagement in London



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THE LORD MAYOR'S DRAGON AWARDS

DINNER PROGRAMME

7.00	Drinks and canapés served in the Salon
7.30	Guests to be seated in the Egyptian Hall
7.40	Welcome address by the Lord Mayor, Alderman Michael Bear
7.45	Dinner served in the Egyptian Hall
9.30	Awards ceremony in the Egyptian Hall
10.15	Stirrup Cup in the Salon and winners photographs in the North Drawing Room
10.45	Carriages



Message from the Lord Mayor

Welcome to The Mansion House and to the Dragon Awards celebration dinner.

This year the Dragon Awards has attracted 80 applications from organisations leading the way in community engagement in London. My fellow judges and I felt privileged to learn about the truly inspirational work that these organisations are doing to help their local communities.

Choosing the winners was an extremely difficult process and something which took a great deal of careful consideration. I look forward to sharing a few of these remarkable stories with you tonight to demonstrate the huge difference this work is making across London.

One of my priorities this year was to increase engagement with socially-responsible products and services. This features in the Dragon Awards for the first time, within the Social Inclusion category.



Alongside more traditional volunteering activities, I'm delighted that we can also recognise efforts to procure and recruit from deprived areas through the Economic Regeneration category.

I would like to thank and congratulate every organisation that applied this year; your dedication to building stronger communities across London is applauded. We know the application process is no small feat and we appreciate you sharing your stories with us. Regardless of who wins tonight, I hope that everyone leaves this room tonight feeling extremely proud of the work that they are doing and inspired to do more by what they hear.

I wish you a thoroughly enjoyable evening, and hope you are able to make new contacts, share best practice and gain a renewed passion to stay involved, and to do more to develop and expand your community programmes.

The Rt Hon The Lord Mayor, Alderman Michael Bear

The Lord Mayor's Dragon Awards



The Lord Mayor's Dragon Awards recognise and celebrate community engagement in Greater London. Activities include charity partnerships, employee volunteering, employability initiatives and local purchasing.

The scheme is designed to reward organisations which display excellence in engaging with their local communities, to provide examples of best practice and to inspire others to get more involved.

London is a city of extremes – of both wealth and deprivation. Since 1987, the Dragon Awards has been encouraging a positive connection between organisations and their surrounding communities.

The Award winners have been chosen by a judging panel chaired by the Lord Mayor, Alderman Michael Bear. Profiles of the final judging panel can be found on page 50.

“Winning a Dragon Award has done more than achieve recognition for our Corporate Social Responsibility programme and team. It demonstrates to our customers and stakeholders that we are committed to being a good and participative neighbour. We are delivering a programme that has withstood tough scrutiny from a well respected judging panel of senior, experienced business leaders, as well as competing against some much larger companies.”

Richard Gooding OBE, Chief Executive, London City Airport. 2010 Economic Regeneration Award winner



THE LORD MAYOR'S
DRAGON AWARDS

City of London Corporation

The City of London provides local government services for the financial and commercial heart of Britain, the 'Square Mile'. It is committed to maintaining and enhancing the status of the business City as the world's leading international financial and business centre through the policies it pursues and the high standard of services it provides. Its responsibilities extend far beyond the City boundaries in that it also provides a host of additional facilities for the benefit of the nation. These range from open spaces such as Epping Forest and Hampstead Heath to the famous Barbican Arts Centre.

The City of London combines its ancient traditions and ceremonial functions with the role of a modern and efficient local authority, looking after the needs of its residents, businesses and over 310,000 people who come to work in the 'Square Mile' every day.

Among local authorities the City of London is unique; not only is it the oldest in the country but it operates on a non-party political basis through its Lord Mayor, Aldermen and members of the Court of Common Council.

The City of London recognises that the Square Mile will not prosper in isolation and is acutely aware that although the area houses some of the richest concentrations of economic business in the world, its neighbouring boroughs include some of the country's poorest and most deprived communities. For this reason the City Corporation is committed to working with its immediate neighbours and with Greater London and is currently a member of a number of regeneration partnerships working to improve social, economic and environmental conditions.



Corporate Community Involvement

The City Corporation is committed to engaging firms in the regeneration of local communities through a number of programmes:



HEART OF THE CITY

A free support programme for businesses in the City and City fringes that are interested in developing a Corporate Social Responsibility (CSR) programme.



CITY ACTION

A free employee volunteering matchmaking service for City-based businesses.



THE CITY PROCUREMENT PROJECT

A free advice service to City-based businesses and City developers looking to adopt a local purchasing strategy or to learn more about responsible procurement.



LOCAL PROCUREMENT CHARTER FOR CITY DEVELOPERS

A Charter that works in partnership with the construction sector to maximise procurement from the City and the City fringe boroughs.

More information and contact details of all these programmes can be found at www.cityoflondon.gov.uk/corporateresponsibility



EMPLOYABILITY AND LOCAL RECRUITMENT

Free advice is provided through several programmes that work with businesses to raise the aspirations of young people by exposing them to City-type career options.



THE EMPLOYMENT CHARTER FOR CONSTRUCTION

A Charter that works in partnership with the construction sector to maximise training and employment opportunities in the Square Mile for the benefit of residents of the City and the City fringe boroughs.



PARTNERSHIPS WITH THE BARBICAN

Opportunities to fulfil your business and corporate social responsibility objectives through partnership with world-class arts and creative learning programmes.



CORPORATE RESPONSIBILITY RESEARCH

Relevant research which takes an in-depth look at Corporate Responsibility issues facing the City.



THE LORD MAYOR'S 2011
**EDUCATION AWARD
FINALIST**





Education Award

For companies working with educational establishments to raise aspirations, improve educational attainment, maximise career-development opportunities and/or improve access to work-related training. Examples could include:

- ◆ Mentoring
- ◆ Learning partnerships
- ◆ CV workshops
- ◆ Work experience

Judges were looking for programmes that teach 'skills for life' that will significantly improve an individual's future prospects.

Bank of America Merrill Lynch Financial Education and Employability Programme

“Working with Bank of America Merrill Lynch volunteers has given our students a perspective on career development opportunities that is impossible to put a value on.”

Linda Austin, OBE, former Headteacher, Swanlea School



The Financial Education and Employability programme, supported by Bank of America Merrill Lynch was launched in Bow, Mulberry and Swanlea schools in 2005. It is aimed at the development of students' employability skills, business awareness and financial literacy.

All students aged 12 to 15 are engaged over three consecutive years, with further activities provided for a select number of alumni students to help them prepare for university.

4,500 students have progressed through the programme since it began, 2,000 students participate each year and 550 are introduced annually. The percentage of students achieving at least five good GCSEs (including English and Maths) has increased by 78%, 51% and 52% at Swanlea, Mulberry and Bow schools respectively, against a national average of 18%.

Swanlea and Mulberry schools have recently achieved outstanding Ofsted reports which acknowledged Bank of America Merrill Lynch's contribution.

**Bank of America
Merrill Lynch** 

KPMG Co-sponsorship of the City Academy

KPMG co-sponsor, alongside the City of London Corporation, a new independent state school in Hackney – The City Academy – which opened in September 2009. The Academy specialises in business and aims to develop confident and ambitious young people, creating a sense of professionalism and independence that equips them for the wider worlds of higher education and work.

KPMG have invested over £1 million into the school and are encouraging the whole firm to play their part in sharing their time and skills. Volunteering at the Academy is KPMG's fastest growing volunteering programme and Ofsted praising them for their support in its 2011 report, rating the Academy 'Outstanding'.

The results since the school opened are promising, with test scores already above national average, attendance levels excellent and pupils being supported on a one-to-one basis to keep them inspired and on-track with their learning.

“KPMG’s support and commitment is all embracing, wide ranging and inspirational. The Academy’s well deserved reputation for an innovative and exciting curriculum, into which work related learning and enterprise are fully integrated, owes much to the support, guidance and enthusiasm of KPMG employees.”

David Blagbrough, Director, Inspire!



UBS The Bridge Academy

“Our partnership with UBS is outstanding. It is a partnership of great depth and breadth where UBS supports the whole academy. Our successes to date are attributable to the many dedicated and committed colleagues from within UBS. Without such ‘investment’ the excellence we strive for could not be achieved.”

Stephen Foster, Principal, Bridge Academy



UBS and the Bridge Academy have worked together for four years, on their shared ambition to create and develop an outstanding school at the heart of its local community in Hackney – one of the most deprived boroughs in London. The Bridge opened in September 2007, although UBS had been working on the vision and plans for its development since 2003.

The fundamental principle of the partnership is that all the activity must directly impact on student attainment and achievement.

Since the project began, over 1,500 volunteers have supported the Bridge across the spectrum of school activities, contributing over 17,000 hours. In addition, UBS community organisations, contacts, resources, clients, suppliers and alumni have all been inspired to play substantial roles

An Ofsted report in January 2011 rated the Academy's partnership working as ‘excellent’ and stated that, through practical and financial support from UBS, the Academy was enhanced significantly.







THE LORD MAYOR'S 2011
**ECONOMIC REGENERATION
AWARD FINALIST**





Economic Regeneration Award

For companies that are contributing to the economic regeneration of an area.

Examples could include:

- ◆ Local procurement of goods and services
- ◆ Directly targeting local residents for job opportunities
- ◆ Helping local people to become more employable, e.g. through mentoring, CV advice, offering work experience
- ◆ Providing professional skills and expertise to local micro-businesses, small to medium enterprises (SMEs), social enterprises or community organisations through employee volunteering
- ◆ Providing financial or 'in kind' assistance to local businesses, social enterprises and community organisations

AEG Europe / The O2 The Major Events Volunteering Programme (MEVP)

“MEVP offered a unique chance for more than 100 local residents to gain experience that has helped them move forward in their lives. I’m especially pleased that nearly half of those who took part were from local wards that have the highest levels of unemployment in the borough, and it is very gratifying to see that well over half of the participants moved on to work or further training... I would like to thank the partnership for creating a framework at The O2 for local residents to take up the opportunities of gaining experience at this world class venue.”

Councillor Chris Roberts, Leader, Greenwich Council

The Major Events Volunteering Programme (MEVP) at The O2 is a unique private, public and voluntary sector led ‘back-to-work’ project. The programme targeted local unemployed people in Greenwich in order to get them back into work, by using events at The O2 as a mechanism to build capacity, confidence and experience.

Greenwich Council provided access to the client groups and programme funding, and Volunteer Centre Greenwich devised a training and volunteer framework. Using the 41st World Gymnastics Championships’ event as a catalyst, over 100 people participated in the programme – with 42% returning to work and a further 17% going back into training.

Volunteers built a wealth of experience and skills, made a huge contribution to the event and gained success in securing jobs and training post project.



Investec Economic Regeneration Programme

“During the first workshop I put my hand up and said that debt can make you feel suicidal, because I’ve had thoughts like that. The class was great because it put it all in perspective. I found it reassuring that there was actually help out there and people wanted to help me.”

John, Money Balance participant



Investec are focused on economic regeneration in Tower Hamlets and have been partnering with the Bromley by Bow Centre since 2008. Through the partnership they are currently delivering three projects.

The Money Balance project aims to improve financial literacy, and improve access to debt advice and affordable finance. Investec has already contributed £30,000 to the project and a further £30,000 has been committed. Company volunteers act as teaching assistants in the sessions. 124 people on low incomes have benefited from financial literacy workshops.

The Pollen project uses social and therapeutic horticulture activities to support adults experiencing mental distress and those with learning disabilities. Investec has provided £40,500 to the project, and committed a further £40,500 this financial year. Company volunteers have spent time with nearly 50 people, helping them with horticultural and related creative activities.

The Beyond Business project is a social enterprise incubator. Volunteers provide hands-on practical support and Investec provides start-up funding – committing £350,000 over the next two years. Investec’s support of the programme has helped set up 14 new social enterprises, creating 32 new jobs.

 **Investec**

Specialist Bank and
Asset Manager

Lakehouse Building Lives / Lakehouse Legacy

"We salute all the individuals and personalities that make Lakehouse, for their investment and commitment to training and their positive culture. We are eternally grateful for their help and support in driving training and employment initiatives for homeless and vulnerable people."

Howard Sinclair, Chief Executive, Broadway



Lakehouse Legacy was established in 2007 to target and expand the number of apprentices from disadvantaged backgrounds that Lakehouse recruited. The success of this project led to the development of the Building Lives Training Academy – a registered social enterprise that delivers training and employment for disadvantaged individuals in the communities that Lakehouse works with.

The programme engages 100 people a year on a 5 day taster course in construction, of which 40 move on to a level 1 course in maintenance operations and green building skills. Successful graduates are guaranteed an apprenticeship with Lakehouse or one of their partner organisations. At least 30% of the intake at Building Lives are referred by homelessness charities, with many of the other trainees coming from disadvantaged backgrounds.

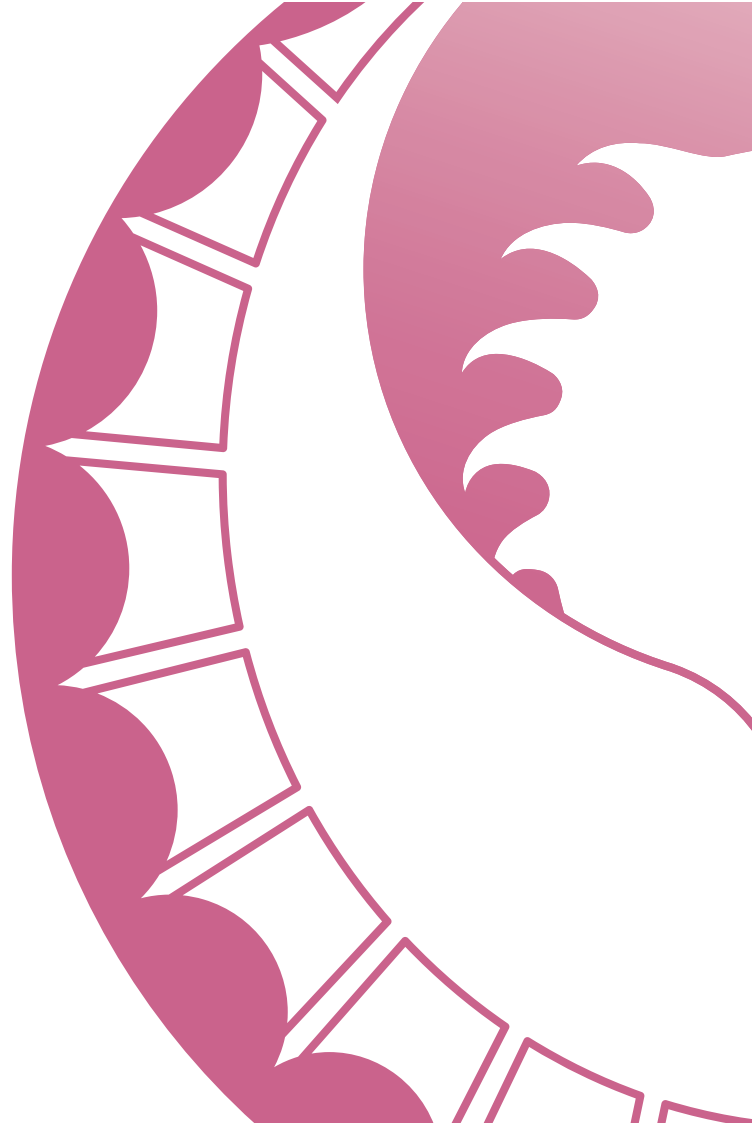
Further training centres are planned in Southwark, Sutton, Greenwich and Hackney. By 2012, Building Lives will generate 200 apprenticeships a year for people of all ages and backgrounds.







THE LORD MAYOR'S 2011
**SOCIAL INCLUSION
AWARD FINALIST**





Social Inclusion Award

For companies working on projects that aim to cut social exclusion and/or helping to improve the quality of life for socially excluded groups of people. Examples could include working with:

- ◆ Young people in transition
- ◆ Homeless people
- ◆ Substance misusers
- ◆ Elderly people
- ◆ Young offenders
- ◆ Lone parents
- ◆ People on low incomes

Freshfields Bruckhaus Deringer LLP Ready for Work

“I could not have wished to have come to a better place of work. From the day I started, everyone was so friendly and they have kept me busy. Before, I wasn't used to being around people but this experience has really helped me build my confidence... I have now enrolled on a Legal Secretarial course and I wouldn't be doing that if it wasn't for the Ready for Work programme.”

Chaka Brown, Ready for Work Participant 2011



Freshfields decided to target the issue of homelessness in 2000 and began running the Ready for Work programme in 2001. This programme aims to help equip homeless people with the skills to gain and sustain employment, achieve independent living and break the cycle of homelessness by providing work experience, job coaching, informal support schemes and pro-bono legal advice.

Since 2001 the firm has hosted 180 placements, 45% of whom have gone on to gain employment, 15 of those at Freshfields. The firm has made significant savings by hiring Ready for work participants rather than recruiting externally.

Freshfields assign each participant with a job coach, recognising that the experience for participants is not only about their two weeks working at the firm, but on-going support is important in helping them reach the ultimate goal of finding employment or appropriate further education.

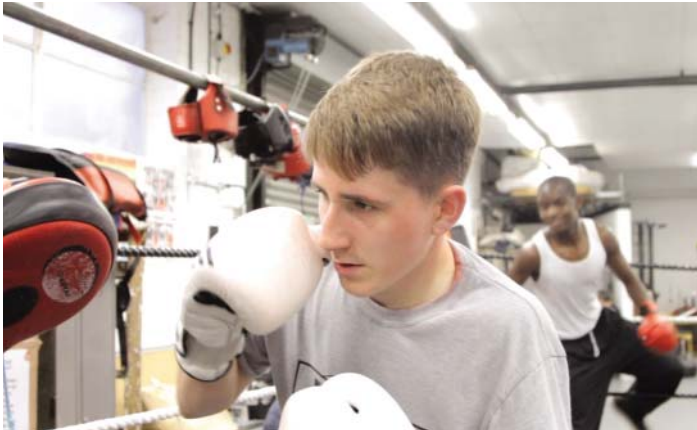


FRESHFIELDS BRUCKHAUS DERINGER

ISG Downside Fisher Youth Club Community Engagement

“ISG rose to the occasion magnificently, coordinating help from many different trade partners at no cost to the charity. We are truly grateful to this company who has demonstrated such impressive social responsibility in a needy area of the Archdiocese.”

Peter Smith, Archbishop of Southwark, Downside Fisher Youth Club Patron



Construction management company ISG undertook the fit out of Man Group's new head office on Upper Thames St during 2010. As part of their corporate sustainability strategy ISG engages with communities local to their projects, aiming to leave a positive legacy in neighbourhoods after their time on site.

The ISG team and their subcontractors donated their time, labour and materials to refurbish Downside Fisher Youth Club's boxing gym and raised funds for the Club through a variety of activities – the total contribution was valued at £41,000.

ISG found that as well as engaging with the youths of Bermondsey and enhancing the Club's rundown facilities, the project enhanced relationships between their employees and their subcontractors, as well as providing valuable project management experience to junior employees.

Moving forward, ISG is planning to engage with Downside Fisher Youth Club on two new projects, bringing with them different supply chains and client teams who will add further value.



Lend Lease BeOnsite

"I found it really hard to find work when I lost my job when the recession hit, but BeOnsite has given me the opportunity to build upon my existing knowledge and the incentive to continue to learn and grow. I now have new hope for the future."

Eddison Samuel, BeOnsite participant



Lend Lease have a vision of creating a positive legacy of skilling and employment that transforms lives and regenerates communities. Their BeOnsite programme was founded in 2007 to target those who are socially excluded – those deemed ‘unemployable’ – to show that these people can move from being a cost to the government to making a contribution to both industry and society.

In three years they have provided 216 people from excluded groups industry specific training and 143 people with full-time paid employment. Over 50% of participants remained in direct employment with BeOnsite for more than 6 months, over 25% for more than 12 months and 35 moved onto independent employment.

Lend Lease have had significant involvement in the wider regeneration of Stratford. Their employment and skills approach has focused on really driving social change, and the local boroughs’ aspiration to obtain convergence. Key to this has been focusing on quality interventions and obtaining genuine buy in from their supply chain.







THE LORD MAYOR'S 2011
**COMMUNITY PARTNERS
AWARD FINALIST**





Community Partners Award

The Community Partners award recognises good practice and innovation by community based organisations in working with businesses and in facilitating their involvement in the community. It celebrates ways in which effective partnerships are built and maintained so that the benefits of corporate involvement (and especially employee volunteering) are maximised.

Judges were looking for innovative and effective ways of working with businesses or public bodies that:

- ◆ Engage and manage corporate interest
- ◆ Build and maintain relationships through effective communication and relationship management
- ◆ Engage, manage and support employee volunteers in a range of different roles
- ◆ Evaluate the value of the partnership and ways in which it can be strengthened
- ◆ Have an eye to the future when the level of corporate involvement may change

Arrival Education Partnership with Investec

Arrival Education seek to guarantee social mobility by developing young people from challenging backgrounds into young adults who are able to genuinely compete with those from the UK's top schools.

Investec have supported Arrival Education's 'Success for Life' programme since 2008 – helping young people develop their emotional, professional and social intelligence through fortnightly seminars, workshops and coaching. In the last year there have been 150 volunteering interactions with 248 students from 7 different London boroughs.

Last August saw the first substantial cohort of students sit their first public exams. The average grade improvement across the group was three entire grades.



arrival[™]
education

Inspire! The education business partnership for Hackney Partnership with Linklaters

Inspire! is a charity linking education with local and City businesses in order to raise levels of aspiration, motivation and achievement among young people in Hackney. Through Inspire! young people are given the skills for, access to, and understanding of the world of work through work related learning, enterprise activities and work experience.

In 2007, Linklaters established the 'Linking Work with Learning' programme – a £1million, three year Hackney-based programme to develop employability skills and raise aspirations of young people in local schools. Each year, up to 2,500 students and 45 schools participated in a programme of 120 events and activities supported by more than 500 Linklaters volunteers.

As a result of the partnership, Inspire! has been able to expand and strengthen its work across Hackney, establish close links with a range of new providers and demonstrate a successful model of partnership that can be replicated with other companies.



inspire! THE EDUCATION
BUSINESS PARTNERSHIP
FOR HACKNEY

New Horizon Youth Centre Partnership with Buzzacott Chartered Accountants

New Horizon is a day centre for homeless and vulnerable 16 to 21 year olds. They offer services including accommodation advice and support; accredited education and training; drugs advice and assessments; street outreach work; tenancy support services; medical and counselling services; and hot food, laundry, showers and clothes.

Their partnership with Buzzacott Accountants focuses on giving young homeless people a real opportunity to secure employment in the corporate sector and readiness for work training. New Horizon also receives coaching in marketing skills from Buzzacott staff – helping to generate additional revenue for the Centre.



St Luke's Trust Partnership with Hogan Lovells LLP

St Luke's aim to improve the lives of people in South Islington by tackling worklessness, isolation of older people and the alleviation of poverty. The area is a recognised area of high deprivation and has been designated by Central Government as needing intensive support.

Hogan Lovells work with St Luke's on ten long-running community projects and have part-funded a Business Link Officer position to help develop relationships between local businesses and the community to tackle neighbourhood priorities.

Since 2009, Hogan Lovells staff have volunteered almost 1000 hours and have engaged a further 30 businesses to support St Luke's, directly impacting the lives of over 2000 people in the South Islington area.



**St. Luke's
Centre**



THE LORD MAYOR'S 2011
**HEART OF THE CITY
AWARD FINALIST**





Heart of the City Award

The Heart of the City Award recognises companies that have set up a Corporate Community Involvement programme for the first time in the last three years. Programmes do not need to have a full-time member of staff dedicated to it, but judges were looking for a commitment at strategic level.

Heart of the City offers free support for firms in the City and City fringes that are interested in starting up or developing a Corporate Social Responsibility (CSR) programme.

For more information about Heart of the City please visit: www.theheartofthecity.com



Catlin Underwriting Agencies Ltd St Paul's Way Trust School – Catlin Trusteeship

“Without Catlin’s support over the last eighteen months the transformation of St Paul’s Way Trust School would have been quantifiably less successful – standards of achievement would be lower, the school intake much reduced and the whole school ethos would undoubtedly be less ‘robust’ and ‘aspirational’. This is a partnership that has made a very real difference.”

Grahame Price, Headmaster, St Paul’s Way Trust School

In 2009, St Paul’s Way Community School was welcoming its third headteacher in 18 months, and had the worst examination results in Tower Hamlets. At the same time Catlin Underwriting were looking to develop a partnership opportunity with a local school, and agreed to pledge the resources and commitment necessary to help bring about a turn-around in the success of the school.

Volunteers from the firm have helped the school at all levels – for example offering financial planning expertise, marketing the school to the community, training for the reception staff and supporting the students on a variety of projects. This has resulted in big improvements at the school in a very short space of time.

In 2009, 29% of students achieved GCSE A*-C results. Following support from Catlin Underwriting, this increased to 47% in 2010. In March 2010 there were 67 confirmed offers of places for the school’s sixth form and by May 2011, following the company’s marketing and rebranding advice, 189 places had been confirmed.

Catlin Underwriting have accepted an invite to become trustees of the new St Paul’s Way Trust School and a senior member of staff has joined the Governing Body – continuing their support to the recovery and success of the school.

CATLIN
Underwriting Ambition

eFinancialCareers Future Unlimited

“Working with eFinancialCareers has been a very smooth process. I was welcomed to join their company meeting to speak about Inspire! and was met by an extremely friendly and keen team of employees. We liaised frequently to organise staff volunteering. Future Unlimited is well-considered and it has been great to work with people who are genuinely committed to using their skills to benefit others.”

Fran Lee, Programme Officer, Inspire!



eFinancialCareers is a small firm (100 employees) focusing on recruitment in the securities, investment banking and asset management industries. Their Future Unlimited programme aims to give a boost to the aspirations and life chances of disadvantaged young people growing up in boroughs near the City.

Volunteers from the firm facilitated employability workshops for 375 students across three schools in Camden in 2010, building self-esteem, aspiration and preparation for entering the jobs market. 87% of the students involved rated the workshops good to excellent. This year they have focused their efforts on Hackney, supporting three schools – as a result 90% of students benefiting felt more comfortable managing money.

They have also supported Spitalfields City Farm by donating nearly 300 hours of volunteering time – offering introductions to animal welfare, organic food and its provenance, and encouraging young people to live more healthy lifestyles.

Future Unlimited is the recognised brand for eFinancialCareers volunteering and all employees are regularly briefed on progress through monthly forums, led by senior management; it forms a key part of recruitment and induction programmes, and enjoys strong visibility around the London office.

eFINANCIALCAREERS
THE FINANCIAL JOB MARKETPLACE

Olswang LLP Heart of the City

“Olswang’s support makes a huge difference to our students, giving them access to opportunities they would otherwise not have. All Olswang’s volunteers are genuinely committed to working with our students through... Lawyers in Schools and the unique mentoring programme we have created together... we really appreciate Olswang’s commitment to Haverstock and look forward to developing our partnership in year’s to come.”

John Dowd, Headmaster, Haverstock School



Olswang has seen a cultural shift at the firm in just three years, centrally positioning Corporate Responsibility in the way the company operates. 81% of their staff in London are now involved in their community programme and the number of hours contributed by staff has increased by 91% in the last year alone.

At the heart of the firm’s community investment programme is a partnership with Haverstock School, a Business & Enterprise College. The partnership developed as Haverstock places commercial awareness and regular access to the business world at the core of the curriculum. 28% of Olswang’s legal staff volunteer to teach students about their rights and responsibilities through the Lawyers in Schools programme and volunteers work closely with Haverstock’s Career Academy, encouraging students through mentoring to aim for careers in business.

This year Olswang have introduced several new projects, including the Olswang Art Award and the first Women’s Career Event for female Career Academy students.

OLSWANG

Speechly Bircham LLP CSR programme

“A young friendly group of trainee solicitors from Speechly Bircham enriched the lives of our older people with very useful information in light hearted, but informative, performances once a month.”

Tina Johnston, Elderly Group co-ordinator, Blackfriars Settlement



Since its initiation in August 2008, law firm Speechly Bircham has developed an innovative Corporate Social Responsibility (CSR) programme, with six unique firm developed pro bono projects.

Since the start of their programme, the firm has provided 5,000 hours of pro-bono support – worth over £1million. In 2010, 140 employees from the firm (37%) volunteered in CSR activities, an increase of 28% since the programme's inception three years ago.

'The i in online' project, which teaches about using personal data online and the dangers of social networks, has educated more than 10,000 pupils, parents and teachers in 120 schools.

Other projects have supported 80 members at the Blackfriars Settlement elderly group through innovative presentations on legal issues. The firm has also provided pro-bono advice to over 50 university students through the King's Legal Clinic.

SpeechlyBircham



THE LORD MAYOR'S 2011
**LORD MAYOR'S AWARD
FINALIST**





Lord Mayor's Award

For companies that have shown a long-term, sustainable commitment to a wide-ranging programme of community engagement in London, characterised by outstanding levels of staff involvement at all levels of the organisation and a strong evidence of leadership from the top and a commitment to the integration of community involvement into organisational life.

Deutsche Bank Corporate Citizenship UK

“Deutsche has made a significant difference to the lives of the young people we work with. For the first time...100% of our young people were in education, employment or training.”

Dr Carol Homden, Chief Executive, Coram



Deutsche Bank's Corporate Citizenship programme focuses on three themes: Education, Social Investments and Art & Music.

They have spent over 10 years contributing to the education system, ensuring thousands of students have access to opportunities with partners such as Shakespeare's Globe Theatre – raising aspirations and helping students tap into their potential.

Their work within Social Investments supports vulnerable individuals who are homeless, unemployed or have simply fallen through the gaps in society. For example, their small grants programmes, of which 120 have been awarded, offer grass-root solutions for community issues.

Finally, their commitment to the arts aims to make art accessible – to their staff and the public – and their collection fosters young and emerging talent, whilst their support for initiatives such as the Frieze Art Fair and the London Philharmonic Orchestra inspire their communities, clients and employees alike.

Financial Services Authority Community Affairs Programme

“I feel more confident because I get extra help from a professional business person who has experienced what I’m going through... I feel like I can be successful!”

Student Syed Uddin, mentored by Steven Huynh (Associate Prudential Analysis)



The Financial Service Authority's (FSA) Community Affairs programme started in 1999 following the move to a new office in Tower Hamlets. The programme addresses the issues of social isolation in one of the most deprived borough in the country. Their activities focus on Education, Employability and Regeneration – with the main aim of raising the aspirations and job prospects of young people.

Main projects include mentoring, skills workshops, work placements, aspirational talks, financial literacy and visits to the FSA – all helping to break down perceptions about careers at financial institutions being unobtainable.

FSA staff have consistently demonstrated enthusiasm for local community projects with over 25% regularly participating.



Freshfields Bruckhaus Deringer LLP Freshfields London Community Programme

“Year 10 mentoring has raised attendance and GCSE grades; language partners has improved speaking and listening skills; work experience is rated highly; enrichment activities add considerable value to the curriculum; lawyers in schools has increased the number of students interested in legal careers, and school governance contributes skills and wisdom to the process of governing the school.”

Dr Jane Keeley, Headmistress, Haggerston School



Freshfields pro-bono and community investment programme enables participants to use their skills, expertise and commitment to work on some of the key issues that affect some of London's communities: homelessness, quality education, employability and access to justice. Their programme started in the late 1990's, but has moved from business philanthropy to more strategic activities over the past few years.

Freshfields staff volunteer across a number of activities, including coaching and mentoring, literacy and numeracy programmes and work experience – all of which are key to raising the aspirations, achievements and employability skills of young people in London.

One of their greatest achievements in London has been the launch of the Children's Legal Service Unit following their three year sponsorship of Shelter's work to end child homelessness.

Freshfields believe that access to legal advice is fundamental to a thriving society and encourage their staff to use their professional skills at a number of legal advice drop in centres throughout London.



FRESHFIELDS BRUCKHAUS DERINGER

Lloyd's Lloyd's Community Programme

"Dear Robin, my name is Emma and I was your reading partner about four years ago. I thought that you may want to know how I am doing. I love school and your help as a reading partner helped me a great deal with English, so I thank you for all the time you dedicated to coming to see me."

An email to an LCP volunteer



For over 20 years, Lloyd's Community Programme has mobilised the skills and resources of the Lloyd's insurance market to improve the lives of people living in its neighbouring East London boroughs. They focus on four key areas to tackle deprivation: literacy and numeracy, employability, regeneration and access to sporting opportunities.

Their programme enables Lloyd's member companies, many of which are small to medium sized enterprises, to take part in co-ordinated community projects which would not otherwise be possible if each company was acting alone.

In the past five years alone, their programme has provided over 55,000 hours of volunteer support, and in the last ten years it has raised over £1million from companies in the Lloyd's market to support the work of its community partners.

LLOYD'S
COMMUNITY
PROGRAMME

2011 Applicants

Education Award

AECOM Design + Planning

Construction Careers

Arup

Create Sport Challenge

Bank of America Merrill Lynch

Financial Education & Employability Programme

Bouygues UK Ltd

Business Language Champion

Positive Speaking

London Business School Voluntary Teaching

Business in Chinese-Chinese business culture for successful business people

Coca-Cola Enterprises

Real Business Challenge

Global Chairities Ltd

Music Potential

Freshfields Bruckhaus Deringer

The Freshfields Haggerston Partnership

Investec

Investec Education Programme

KPMG

Co-sponsorship of the City Academy, Hackney

Lovell Partnerships Ltd (London)

Lovell Learning

Olswang LLP

Olswang Art Award

Salesforce.com and Landmark Training

BizAcademy

Speechly Bircham LLP

The i in online

Thames Water

Thames Pond Zone –London Wetland Centre

UBS

UBS and The Bridge Academy

UK Power Networks

Safety in Education Programme

Social Inclusion Award

City & Guilds London

Youth Quality Group

Clifford Chance LLP ("CC") and Citigroup

Newham Asian Women's Project

Financial Services Authority

Teesdale and Hollybush Tenants Residents Association

Freshfields Bruckhaus Deringer LLP

Ready for Work

Global Chairities Ltd

Social Inclusion

ISG

Downside Fisher Youth Club Community Engagement

JAN Trust

JAN Trust

Lend Lease

Athletes Village

London & Quadrant Housing Trust

Money Advice Project

Lovell Partnerships Ltd (London)

Street Sports

Positive Mental Attitude Sports Foundation Trust

Social Inclusion

Reed Smith LLP

Create/U-Turn

Reed Smith LLP

150 Voices

Reynolds Porter Chamberlain LLP

The Mencap Partnership

Small Fry Films Ltd

The Media Manual Workshop

SNR Denton LLP

City Gateway

Standard Chartered Bank

Outdoors in the City, Community Links

Thames Water Utilities Ltd

Thames Water Engineering Bursaries

The Football Association

Group Sport & Thought

Economic Regeneration Award

AEG Europe / The O2

Economic Regeneration

Higgins Construction PLC

The Hub, Barnardo's, London Borough Tower Hamlets

Honeywell Building Solutions at PwC

Local NEET Employability Program

Investec

Investec economic regeneration programme

Lakehouse

Building Lives / Lakehouse Legacy

Heart of the City Award

Broadgate Estates Limited

Community engagement at Broadgate

BT plc

Volunteering programme

bwin.party digital entertainment plc

Local Community Pro Bono 2010 (London office)

Catlin Underwriting Agencies Limited

St Paul's Way Trust School – Catlin Trusteeship

Colt

Colt Cares

eFinancialCareers

Future Unlimited

My Coffee Stop

Book Swap at My Coffee Stop

Olswang LLP

Heart of the City

Restaurant Associates

Project RAISE

Royal Bank Of Canada, CapitalMarkets (RBCCM)

RBC Academy

Speechly Bircham LLP

Speechly Bircham's CSR programme

White & Case LLP

Dress for Success 'Breakfast Club'

Lord Mayor's Award

8build

Giving Back

Deutsche Bank

Corporate Citizenship UK

Financial Services Authority

Community Affairs Programme

Freshfields Bruckhaus Deringer LLP

Freshfields London Community Programme

Higgins Construction PLC

Community Initiatives Alongside

Bricks & Mortar

Lloyd's

Lloyd's Community Programme

Lovell Partnerships Ltd (London)

Lovell "Involve"

Community Partners Award

Arcola Theatre Production Company

Bloomberg

Arrival Education

Investec

Barking and Dagenham Volunteer Bureau

Sencia LTD

Body & Soul

ITV

Envision

EDF Energy

Guy Fox History Project Limited

UBS

Inspire!, the education business partnership for Hackney

Linklaters

Manor House Development Trust

Berkeley Group

New Horizon Youth Centre

Buzzacott Chartered Accountants

Newtons Heritage Art Project

University of East London Students Union

School Governors' One-Stop Shop

Allies (A Local Lawyer in Every School)

Shoreditch Trust

East London Business Alliance (representing British Land, Hammerson, Linklaters and UBS)

So You Wanna Be In TV?

ITN

SpeakersBank Ltd (Trading as SpeakersTrust)

Citi

St Joseph's Hospice

National Australia Bank

St Luke's Trust

Hogan Lovells LLP

The Place2Be

Clifford Chance LLP

Tomorrow's People

Lancaster Cleaning and Support Services

UK Power Networks

British Red Cross

Waterloo Legal Advice Service

Jones Day

The Final Judging Panel

Alderman Michael Bear **The Lord Mayor of the City of London**

The Lord Mayor is the head of the City of London. His main role is supporting and promoting all UK-based financial and business services, both in the UK and overseas. The Lord Mayor also supports the City's local government services, and its services for wider London – such as Epping Forest and the Barbican arts centre.

At the heart of the City of London's ethos is a sense of responsibility for others – which stretches back to the work of early Lord Mayors such as Dick Whittington, who gave considerable sums of money to hospitals, libraries and other public works.

Every Lord Mayor has an Appeal raising funds for charities of his choice, and every Lord Mayor supports the City Corporation's work in corporate social responsibility through the Dragon Awards and schemes like 'Heart of the City' and 'City Action', which allow corporates to share best practice in community volunteering.

Alderman Michael Bear is the 683rd Lord Mayor of the City of London. He has had a global education – he was born in Nairobi, brought up in Cyprus and educated at Clifton College in Bristol. He studied Civil Engineering in South Africa and an MBA at Cranfield University. He has held senior positions in both the Property and Construction industries.

Over the past 36 years, he has worked in the international construction industry – latterly for Balfour Beatty. In the City, he has worked on urban regeneration and community development, as Chief Executive of the Spitalfields Development Group. He is Regeneration Director at Hammerson plc and Managing Director, Balfour Beatty Property Limited. In 2009, he became a Non-Executive Director of Arup.

His voluntary work includes charity projects in Africa, Bangladesh and the UK. He is a Director of CRASH, Spitalfields Market Community Trust, and The Drinking Fountain Association. He is a Governor of the Sir John Cass Foundation and Primary School, Thomas Coram Foundation for Children, Clifton College, The City Academy Hackney, and the City Arts Trust; and a past Governor of the London Metropolitan University and the London South Bank University. He served as Chairman of the public/private City Challenge Programme in the London Borough of Tower Hamlets, and as a Director of its successor body, Cityside Regeneration.

His Lord Mayor's Appeal is called 'Bear Necessities', and supports Coram, London's oldest children's charity, and RedR, the international disaster relief charity.

Gerry Acher CBE LVO **Chair, Heart of the City**

Gerry Acher took over as Chairman of Heart of the City under the late Lord George's presidency. He is Deputy Chairman of The Camelot Group - the National Lottery Operator and until 2010 was a non-executive director of NHS London. He is President of the National Centre for Young People with Epilepsy (NYCPE). He is Vice Chairman of Motability and until recently was chairman of the Royal Society of Arts (RSA), he also chairs the London Climate Change Partnership and is a Trustee of the KPMG Foundation.

He was a member of the Board of KPMG and the Senior Partner of its London office until the end of 2001.

Lady Diana Brittan DBE
Chair, The Connection at St Martin's
in the Fields

Diana Brittan has undertaken a number of public appointments over the past 20 years. Most recently she was the chair of the Community Fund, a distributor of lottery money to good causes which has now amalgamated with another lottery distribution fund to become the Big Lottery Fund.

She currently chairs Independent Age (formerly RUKBA) which assists older people and the Connection at St. Martins which provides a range of services to homeless people and those who at risk in central London.

Having been a magistrate in the City of London for over 25 years, she retired in 2010.

Martyn Lewis CBE
Chair, YouthNet

Martyn Lewis's career is an unusual blend of the media, charitable and corporate worlds. With over 32 years as a television journalist, he presented every mainstream national news programme on Britain's two main terrestrial channels, before moving in 1999 into the world of business where he co-founded, and is now European Chairman, of Teliris Inc.

Martyn is the Founder and Chairman of YouthNet, the award-winning charity which, since 1995, has been providing a comprehensive website, signposting 16-24 year-olds to every conceivable form of help, information or opportunity they might need – www.thesite.org. It is accessed by around 700,000 young people every month. In addition he has many other charitable involvements.

YouthNet also provides the national volunteering database, www.do-it.org.uk – listing and regularly updating over a million volunteering opportunities available across the UK; and, more recently, www.lifetracks.com – offering comprehensive help to young people who are out of work.

Harvey McGrath
Chair, London Development Agency

Harvey McGrath is Vice Chair of the Mayor of London's Skills and Employment Board, responsible for the adult skills strategy in London, and was appointed Chairman of Prudential plc in January 2009. Prior to taking on the Chair of the London Development Agency, Harvey McGrath was Chairman of London First, the capital's influential business campaign group, a director of Gateway to London, the inward investment agency for the Thames Gateway and Chairman of the East London Business Alliance, a partnership of substantial businesses engaged in the social and economic regeneration of East London.

He is a founding donor and trustee of New Philanthropy Capital, a research based charity which gives advice and guidance to donors; Chairman of Trustees at the Prince's Teaching Institute; and a trustee of the Royal Anniversary Trust which operates the Queen's Anniversary Prizes for Higher and Further Education.

John Phizackerley
Chief Executive Officer, Nomura

John Phizackerley was appointed Chief Executive Officer for Nomura in Europe, Middle East and Africa in March 2011. He is a Senior Managing Director of Nomura Holdings.

Mr Phizackerley is on the board of directors of the Nomura Charitable Trust. He is a member of the INSEAD UK Advisory Council and a Trustee of the charity Shine. He is also a Non-Executive Director of Marex Group Ltd, and Associate Non-Executive Director of Barts and The London NHS.

Harry Platt
Chief Executive, Workspace Group plc

Harry Platt (MA MRTPI) is Chief Executive of Workspace Group PLC. Workspace is the leading provider of space for new and small businesses in London and is active in many schemes of urban regeneration.

Having joined in 1991 when the Company had just 14 estates and some 450 customers, Harry has led the Company through flotation and growth so that it now holds in London around 105 estates, 5.5 million square feet with some 4,000 customers.

Richard Sumray MBE
Chair, London 2012 Forum

Richard chairs the London 2012 Forum and was heavily involved in the bid for the Olympic and Paralympic Games for London from the very beginning, starting the work on it 15 years ago. He is also Chair of NHS Haringey and Chair of the London Specialised Commissioning Group. As a Magistrate, he has chaired both a youth court and family proceedings court in inner London for the last 18 years.

He has recently been appointed to chair the Board of Alcohol Concern. He also chairs the Board of Circus Space and is treasurer of the International Broadcasting Trust and has been on the Boards of a number of voluntary organisations in a variety of roles.

Preliminary Judging Panel

Cyrus Todiwala MBE **Proprietor & Executive Chef,** **Café Spice Namasté Group**

Cyrus Todiwala is Proprietor and Executive Chef of the Café Spice Namasté Group, renowned throughout the world for its innovative and fresh approach to Indian cuisine. In 2000, Cyrus was awarded an MBE in recognition of his contribution to education and training and for raising the general profile of the industry.

Cyrus is currently a Trustee of Learning for Life, a charity dedicated to improving educational opportunities for young people in the Sub-Continent & Afghanistan. In 1998, he became a member of the National Advisory Counsel for Education and Training Targets. He was also one of the teams involved in the NHS Better Food Programme chaired by Lloyd Grossman.

Catherine Usher **London Office Managing Partner, DLA Piper**

In addition to being the London Office Managing Partner of DLA Piper, Catherine Usher is also a Partner in the DLA Piper Real Estate Group.

With more than 30 years experience as a real estate lawyer, Catherine has negotiated complex funding and development agreements as well as high-volume property transactions. She has considerable experience in property support work for privatisations, corporate mergers and acquisitions, leveraged buy-outs and buy-ins, and company floats

Catherine is Chairman of John Wainwright & Company Limited, a member of the CBI London Regional Council, a council member of the City of London Law Society and on the Advisory Board of 'Heart of the City'.

Heather Barker
Corporate Social Responsibility Consultant

Linda Barnard
Community Affairs Manager, Bank of England

Jenny Field
Deputy Chief Grants Officer, City Bridge Trust

Patsy Francis
Director of Community Affairs and CSR, UBS

Carolyn Housman
Director, Heart of the City

Sophie Hulm
Corporate Responsibility Manager,
City of London

Nina Kowalksa
Corporate Social Responsibility Consultant

Louise Muller
Programme Director, Hackney, East London
Business Alliance

Poorvi Patel
London Operations Director, Business in
the Community

Mike Tyler
Director, Tower Hamlets Education Business
Partnership

Andrew Wilson
Director, Corporate Citizenship

Teresa Wiseman
Regeneration Consultant

With thanks



Martyn Lewis

For his long-standing contribution to the Dragon Awards and for competing tonight's proceedings



City Bridge Trust



This publication is available in alternative formats
on request from the City of London Corporate
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