



THE LORD MAYOR'S 2015 **DRAGON AWARDS**

Recognising Community Engagement in London

#DragonAwards





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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 Alderman Alan Yarrow,
The Rt. Hon. The Lord Mayor of London
- 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 ALDERMAN ALAN YARROW, THE RT. HON. THE LORD MAYOR OF LONDON

It is my great pleasure to welcome you to Mansion House for the 28th Lord Mayor's Dragon Awards.

The Lord Mayor's Dragon Awards were founded in 1987 by one of my predecessors as Lord Mayor, Sir David Rowe-Ham. To this day, the Awards continue to recognise the very best in corporate community engagement for the benefit of Greater London – while inspiring more businesses and community organisations to work together.

My Mayoral theme is: "Creating Wealth, Giving Time, Supporting People". This has been the City's manifesto for hundreds of years. We know, as our forebears knew before us, that strong commerce and healthy communities are intrinsically entwined. We know the priceless return that comes from investments in our society; wealth of time and resource, talent and opportunity.

This City has many unique assets, and I am incredibly proud of one asset above all: our 'army of volunteers', mobilised from a whole raft of City businesses and bodies, who make a huge economic and social contribution to London. This has been a theme of the Lord Mayor's Dragon Awards for many years, and today employee volunteering was celebrated across the Square Mile during 'City Giving Day'. We hope many more firms and their employees will be inspired to follow the example set by the winners of the 2015 Lord Mayor's Dragon Awards – who, this year, encouraged and enabled over 18,000 employee volunteers to support almost 300,000 Londoners. Tonight's Awards are a wonderful end to a very special day – celebrating the businesses across London that are engaging with their local communities in a sustained and meaningful way. Well done to all the participants of the 2015 Lord Mayor's Dragon Awards!



The Rt. Hon. The Lord Mayor of London,
Alderman Alan Yarrow



THE LORD MAYOR'S 2015 DRAGON AWARDS

The Lord Mayor's Dragon Awards recognise excellence in companies' Corporate Community Involvement that benefits Greater London. Eligible activities include charity partnerships, employee volunteering, employability initiatives and local purchasing.

The Awards are designed to reward organisations which display excellence in engaging with their local

communities, to provide examples of best practice and to inspire other organisations to develop their own exemplary programmes.

The Award winners have been chosen by a judging panel chaired by The Rt. Hon. The Lord Mayor of London, Alan Yarrow. Details of the judging panels can be found from page 40 onwards.



The Lord Mayor's Dragon Awards are an initiative of the City of London Corporation, a uniquely diverse organisation that aims to support and promote the City as the world leader in international finance and business services by:

- Championing a positive, responsible and competitive business and policy environment
- Supporting the City's interests in global markets
- Helping to realise the economic and social potential of London, especially the City and our neighbouring boroughs

The Awards are part of our business services and are just one example of how we support London's communities. The work also includes economic regeneration and skills development projects delivered in partnership with neighbouring boroughs. In addition, the City of London Corporation's charity, the City Bridge Trust, makes grants of more than £20m annually to charitable projects across London.

www.cityoflondon.gov.uk



CONNECTING WITH LONDON'S COMMUNITIES

The City of London Corporation is committed to engaging firms in the regeneration of local communities through a number of programmes. More information and contact details of all these programmes can be found at: www.cityoflondon.gov.uk/business/supporting-local-communities



BARBICAN CENTRE

The Barbican's corporate partners help young people to feel inspired by and have access to world-class theatre, music, film and exhibitions. Corporate partners can help to develop young people's employability skills, confidence and self-esteem as well as support the artists and creative businesses of tomorrow to fuel the creative economy.



BUSINESS HEALTHY

Business Healthy was launched by the City of London Corporation to unite business leadership to meet health and wellbeing needs of City workers. Business Healthy have a membership of over 50 organisations within the financial, legal, communications and business sectors. Business Healthy engages with business leaders to change workplace cultures from the top. Members benefit from practical support through expert-led workshops, a resource hub, member forums and events.



CITY ACTION

City Action is a free employee volunteering consultancy matching up City businesses with local community organisations. Part of the City of London Corporation, they have been connecting City professionals with the charities most in need of their skills for over 15 years. From help defining exactly what a business wants to do, to matching them with a community partner and evaluating the difference volunteering has made, City Action can help.



EMPLOYABILITY AND LOCAL RECRUITMENT

The City of London Corporation's Local Recruitment Service supports City businesses to find hidden talent in the neighbourhoods that surround the City. The service works with local communities to raise young people's aspirations, increase awareness of City-type careers and give access to jobs in the City. City businesses can access this free service to find the right candidate for their role and help to diversify their workforce.



HEART OF THE CITY

Heart of the City was founded in 2000 to support businesses with their social and environmental responsibilities. It is now a network of 800 small, medium and large businesses, all operating across London, whose influence spreads far beyond. They are currently recruiting for their free one-year membership to the Newcomers programme, specially designed for businesses new to CSR which includes information and practical tools for efficient and cost-effective CSR implementation.



RESEARCH PROGRAMME

The research programme provides analysis of trends and issues affecting the City and London, with a particular focus on local communities, workers and businesses. Topics include insights into corporate responsibility, social enterprise and social investment, worker health and wellbeing, arts and culture, and small and medium sized business trends.



RESPONSIBLE CONSTRUCTION

The City of London Corporation works in partnership with the construction sector to maximise both procurement opportunities for local SMEs and training and employment opportunities for residents in the City and neighbouring boroughs. This includes free, bespoke support to write strategies to find suitable local SME suppliers and to identify training providers and local candidates for employment.



RESPONSIBLE PROCUREMENT

The City Procurement Project gives free advice to City-based businesses to help them implement responsible procurement practices. This includes guidance on local and diverse purchasing, as well as social enterprise procurement. The City of London Corporation's Buy Social Directory provides buyers with a freely accessible database of over 8,000 social enterprise suppliers that sell a range of products and services, and reinvest their profits for good.



SOCIAL INVESTMENT

The City of London Corporation's is helping to build the social investment marketplace. It is a strong advocate for innovation, working with policy makers, professional services, and financial institutions to develop impact investment capital flows which support social enterprises and other social organisations. It is also an investor itself, having created its own £20m Social Investment Fund.



THE LORD MAYOR'S 2015 HEART OF THE CITY AWARD FOR BEST NEW COMMUNITY PROGRAMME

This Award recognises companies that have set up a Corporate Social Responsibility (CSR) programme for the first time in the last three years. Programmes do not need to have a dedicated full-time member of staff, but judges look for commitment at a strategic level.

Heart of the City offers free support for firms in the City and neighbouring boroughs that are interested in starting up or developing a CSR programme.

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

Read on for details of the finalists in this category.

ALIUM PARTNERS

ALIUM PARTNERS CSR FASTLANERS PROGRAMME

Established in 2003, Alium Partners is a global interim management recruitment provider. The company, which has 20 staff, wanted to engage their employee volunteers to reach out to young people in the local community who face employment challenges. Working with City Action and Heart of the City, the firm identified an appropriate community partner in UpRising, a youth leadership development organisation, and got involved in their graduate development programme, Fastlaners.

Working closely with UpRising, the company was able to develop a 360-degree employment support programme that covers the full recruitment cycle, from CV and interview support to ongoing mentoring and work experience. The partnership has since resulted in three young people entering employment in London and graduates gaining new skills, techniques and confidence in their job search. The company is now taking the partnership a step further by reaching out to their own network of candidates and clients to get involved with UpRising. Additionally, Alium's employees and board members are also working with UpRising's staff directly to further develop the charity from the inside.



"We are very pleased that Alium Partners is working with us and we have had great feedback from the participants... it makes a huge difference for them to have access to the skills and knowledge of the Alium team, which helps them prepare for the world of work."

Alice Memminger
CEO, UpRising

alium
PARTNERS

BEAZLEY GROUP MAKE A DIFFERENCE

In 2013, Beazley Group identified an opportunity to address the persistent dearth of youth employment opportunities in East London, close to the company's office, and the need for more continuity of support for young people throughout their career journey.

The project was led from the top, informed by consultations and working with experienced organisations like ELBA, Lloyd's Community Programme, Heart of the City, and the Brokerage Citylink.

Beazley Group created a range of programmes to help young people into work. As a result, they mentored 20 sixth form students, provided work experience for 21 young people, provided a workshop for 28 young women to increase their knowledge of the insurance sector, and helped 10 children to improve their reading and numerical skills. Additionally, 92% of employees stated that volunteering created a sense of pride in the company and 74% stated that their participation helped them build relationships with a new network of colleagues.



"Beazley have a strategic approach to being a responsible business. They have consciously collaborated with others - willingly share their ideas, resources and experience with companies in the wider insurance market. They are one of the companies leading the way in this regard."

Vicky Mirfin
Senior CSR Manager, Lloyd's of London





THE LORD MAYOR'S 2015 ENTERPRISE AND EMPLOYMENT AWARD

This Award is for companies that are contributing to the economic regeneration of an area through employability initiatives and support of small businesses.

Examples include:

- Directly targeting local residents and school-leavers for job opportunities and apprenticeships
- Helping local residents, school pupils and university students to become more employable, such as through mentoring, CV advice and offering work experience
- Procurement of goods and services provided by local, ethnically diverse and small businesses as well as social enterprises
- Providing professional skills and expertise to local entrepreneurs, ethnic minority-owned businesses and Small and Medium Sized Enterprises through employee volunteering to help them grow
- Providing seed funding or office space for start-ups

This booklet was designed and printed by a social enterprise. To find out more about how social enterprises can supply your business, visit www.buysocialdirectory.org.uk.

Read on for details of the finalists in this category.

BARCLAYS

5 MILLION YOUNG FUTURES: CAPITAL TALENT

The *Capital Talent* programme at the Bromley by Bow Centre has provided employability and personal development opportunities for local young people.

The five week programme develops the skills and confidence of young people by supporting them through employability and personal development learning, aiming to get them into work or further education. So far, nearly 400 Barclays employees have volunteered their time with the Bromley by Bow Centre.

In total, the programme has engaged more than 1,260 young people, helping 68 into further education and 207 into paid employment or long term apprenticeships. When surveyed, volunteers stated that as a result they felt they had improved their networking (72%), communication (65%), and leadership (63%) skills.



"Barclays' support goes way beyond the extraordinarily generous funding and has become a true collaboration between our respective teams, with hundreds of Barclays employees providing practical hands-on support on the programmes. It is an exceptional partnership."

Rob Trimble
CEO, Bromley by Bow Centre



FRESHFIELDS BRUCKHAUS DERINGER LLP

READY FOR WORK

Freshfields partnered with Business in the Community (BITC) to help deliver the Ready for Work programme which supports disadvantaged groups to gain and sustain employment and make a long-term difference to many people's lives.

As well as homelessness, the people Freshfields supports face a range of challenges including being in care, being long term unemployed, having criminal convictions or a lack of qualifications. The firm helps these people by providing work experience, job coaching and informal support schemes.

To date, the firm has hosted 281 work experience placements and has hired 29 candidates from the programme on full time or temporary contracts (23 at Freshfields and six via suppliers). By hiring participants from the programme the firm is able to tap into a wide talent pool while reducing recruitment costs. Based on average starting salaries and costs of hiring through an agency, the company has saved a total of around £120,000. Freshfields is also able to talk about the initiative with clients, setting themselves apart from the competition.



"Freshfields' commitment and passion in developing programmes which seek to tackle this important social issue is truly an inspiration. By working with Freshfields we have seen at first-hand how much time, effort and resource is invested in developing an ex-offenders' recruitment model of excellence."

Peter Buffoni
Head of Commercial, Nacro



TELEREAL TRILLIUM

SUSTAINABLE PROCUREMENT: AN ESSENTIAL BUSINESS PRACTICE

Since 2012, Telereal Trillium has actively focused on supporting the community via supplier diversity, with a sustainable procurement programme that aims to procure from, and promote the use of, small businesses and social enterprises (businesses that reinvest their profits in social and environmental causes).

The overall aims of the programme are to source smaller suppliers and products that strike a responsible balance between social, economic and environmental factors and to help social enterprises access and interact with large corporates. The company also supports building the sector on a broader scale by encouraging other suppliers and contractors to take their own action.

As a result of Telereal Trillium procuring from social enterprises, the programme has provided 90 disadvantaged young people with work experience. It has further supported direct economic growth for local social enterprises and small businesses with the company spending in excess of £750,000 directly with social enterprises and £318 million with SMEs from 2012 to 2014. Procuring from social enterprises has produced a 15% cost saving for Telereal Trillium over its lifetime.



"Telereal Trillium has created a benchmark for other larger organisations to consider the true values and measurable impact of partnering with a social enterprise."

Des Day
Managing Director, Supply Shack





THE LORD MAYOR'S 2015 EDUCATION AND LIFELONG LEARNING AWARD

This Award is for companies working with educational community organisations or schools to raise aspirations, promote continuous learning and improve educational attainment amongst adults and young people.

Examples include:

- Mentoring
- Reading, number and language partnerships
- Supporting school sports and other extracurricular clubs
- Supporting people outside of mainstream education to learn
- Supporting adults to gain new skills, e.g. languages and IT, as well as confidence building

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

Read on for details of the finalists in this category.

IBM SUMMER SCHOOL FOR PRIMARY COMPUTING SUBJECT LEADERS

The *IBM Summer School for Computing Subject Leaders* is an immersive, intensive and practical programme to help primary school teachers to effectively teach the newly introduced computing curriculum.

Delivered by IBM professionals alongside teachers and specialists from the London Connected Learning Centre, the programme aims to develop teachers' confidence, knowledge and skills related to the computing curriculum. It also enables computing subject leaders to explore effective ways to successfully support their colleagues and develop imaginative and creative ways to embed computing in the curriculum.

In 2014, the programme benefitted 289 primary school teachers and 5,400 students. As a result, 100% of teachers felt better equipped to deliver the new computing curriculum and felt more confident to support their colleagues in implementing the new curriculum. Additionally, 82% of employee volunteers felt that their skills had improved by volunteering and 81% indicated that their job satisfaction had increased.



"Absolutely superb tuition and follow up support. It was brilliant to start with terminology and unpicking the computing curriculum and then move on to practical activities in the classroom. Really appreciated all the brilliant ideas and support from IBM and the London Connected Learning Centre."

Teacher participant, 2014 Summer School

PEARSON

READ FOR MY SCHOOL

Read for My School is a free online reading competition open to every child in England from Year 3 to Year 8 to read, share and enjoy books with their friends. The programme aims to help children build better literacy skills by discovering the pleasure of books and encouraging and rewarding regular reading.

Pearson employees give their time to read with children in local primary schools through their Volunteer Reading Scheme. In the 2013/14 academic year, 89 London volunteers spent over 1,950 hours, the equivalent of 278 working days, reading with children.

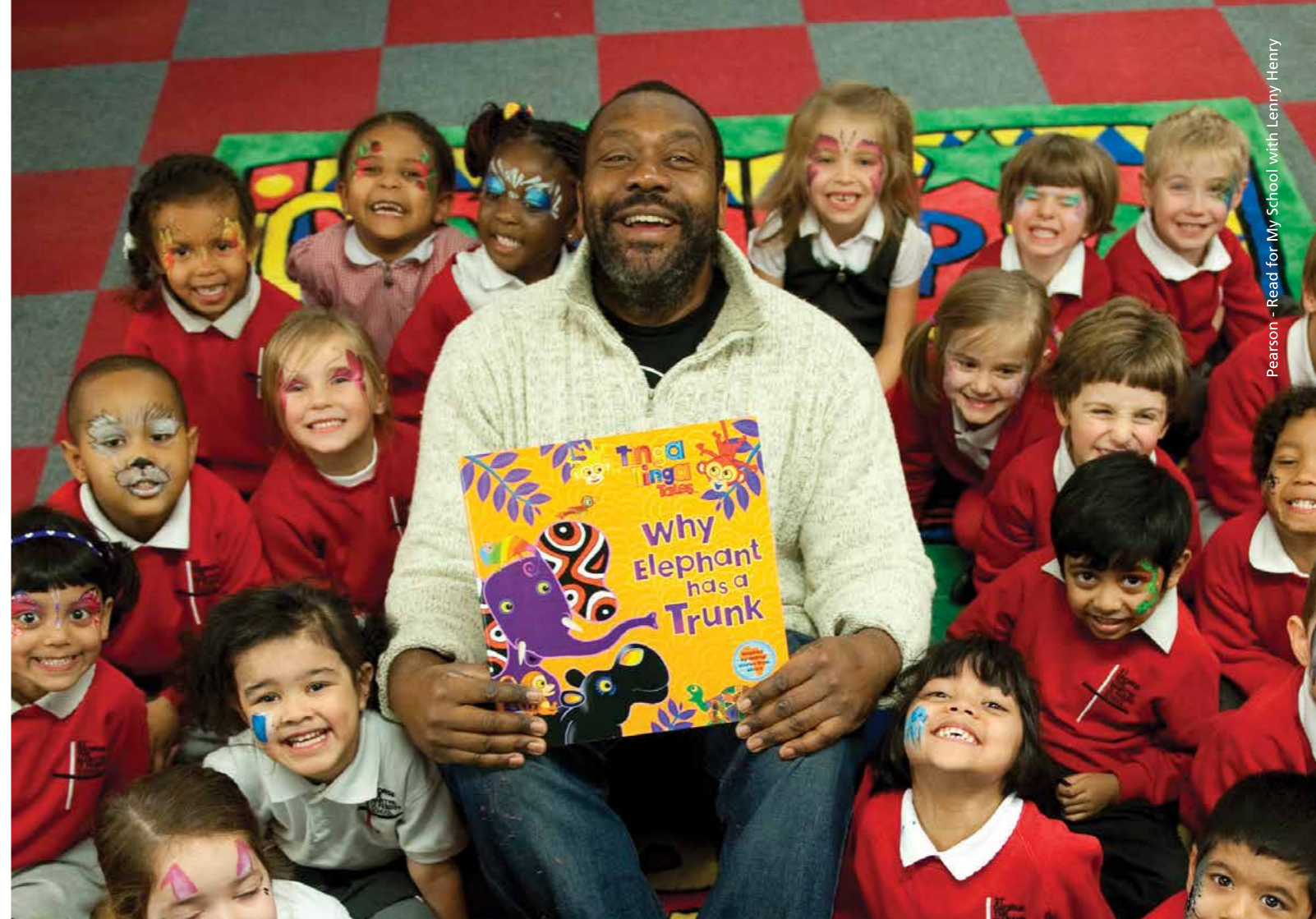
As a result of the programme, 75% of teachers state that their pupils would be more likely to read for pleasure and 4 in 5 employee volunteers reported improved communication skills. The programme generated coverage for Pearson with a potential audience reach in excess of 12.5 million that is estimated to be worth £100,000.



"Read for My School has had an overwhelmingly positive effect, helping to develop our whole school reading culture. The children were very excited by the project and enjoyed tracking their progress. Our pupils were discussing books with their peers and teachers and making recommendations in class, in the playground and at home."

Teacher

PEARSON





THE LORD MAYOR'S 2015 FUTURE PROOFING CHARITIES AWARD

This Award is for businesses that are working with community organisations to help them be more sustainable and therefore better prepared for the future. The Award, which was previously known as the 'Strengthening the Third Sector' Award, recognises companies that are:

- Working with a community organisation to improve the sustainability of its balance sheet in the long term, giving it enhanced financial stability
- Helping a community organisation to continue to identify priorities and deliver services based on client needs

Programmes could be delivered through pro bono or peer to peer mentoring schemes, training staff, improving back office functions, or helping a community organisation develop commercial services for income generation.

Read on for details of the finalists in this category.

Aimia's project harnesses market-leading private sector knowledge, experience and resources to assist charities to better understand their impact and improve programme delivery through intelligent use and interpretation of data.

Data Philanthropy's annual package of support includes over 6,000 hours of pro-bono analytics, peer-mentoring of charity counterparts to build sustainable resource within the charity, and workshops on key areas of expertise such as data visualisation. Senior management have also given time to the initiative and the programme is managed by five volunteers and supported by external agency The Giving Department.

As a result 40 charities have benefitted, using the data to secure £2.5m of new funding. Additionally, charity Greenhouse has made a 30% staff time saving due to the development of a new app based on data provided by Aimia. The myriad of questions that have been explored have allowed the company to test and pilot the use of innovative new systems and technology and 92% of volunteers reported that they had improved their internal network via cross team collaboration.



"We know instinctively that giving our skills to charities can benefit them hugely. That's why Data Philanthropy is a key element of how we express our Social Purpose."

Jan-Pieter Lips
Regional President, Aimia

DENTONS FAIR FINANCE

Dentons have been working with pro bono client Fair Finance, a microfinance organisation, since 2010. They are working together to tackle unfair lending by providing holistic financial services to the 'financially excluded' through helping to provide access to microfinance that helps people start businesses.

Dentons' lawyers have helped Fair Finance launch a new banking product, Fair Business Loans, whereby small loans are made to individuals and companies starting up or growing small businesses, particularly those unable to get funding from traditional lenders. Dentons provided a 'one-stop-shop' to Fair Finance for all legal areas required to launch the product.

Dentons lawyers provided 750 hours of pro bono advice to help Fair Finance who directly funded 28 businesses with £178,000 disbursed in loans. This has helped secure 58 jobs in Greater London and helped to deliver £3.5million of Gross Value Added to local communities. Being able to talk about this specialist micro finance banking project has also been useful and impressive when promoting the firm's banking department and trying to attract new recruits and clients.



"Dentons have treated Fair Finance like a client, and that support has allowed us to grow quicker and more sustainably than any other microfinance organisation in London. Dentons is continuing its support to help Fair Business Loans offer its products nationally to reach a much larger community of financially excluded businesses."

Faisal Rahman
Founder and CEO, Fair Finance

DENTONS



MACQUARIE GROUP

BIG ALLIANCE - BUSINESSES FOR ISLINGTON GIVING

Since the BIG Alliance's inception and pilot period in 2012, it has recruited over 14 companies to the programme, brokered over 571 business volunteers, of which over 80 were from Macquarie Group, into the Islington community, and given 8,000 hours of time worth over £297,000.

Whilst Islington has traditionally been perceived as a prosperous area, its reputation hides some startling facts around poverty, unemployment and isolation. With corporate social responsibility efforts from City firms largely targeted towards East London where levels of deprivation are more well-known, Macquarie Group recognised the need for local corporates to play a bigger role in bringing about the economic and social transformation of the borough.

As a result, 95 community organisations have been supported and they have helped 128 unemployed Islington residents into sustainable employment and mentored 238 students from Islington schools. Volunteering through the BIG Alliance is also making a significant contribution to developing the business skills that Macquarie looks for in its staff.



"Skills such as leadership and relationship building are best learnt in a real life context and this is precisely the opportunity volunteering via the programme offers our employees."

Annabel Morgan

Learning and Development Lead, Macquarie



MORGAN STANLEY

MAGIC BREAKFAST

Working together with Magic Breakfast, which delivers free, nutritious breakfasts to schools, Morgan Stanley is providing food aid to 15 schools in London as well as helping the charity to grow and develop its operations in the UK.

Over the past 6 years, grant funding has been donated to the charity and employees have given over 1,550 hours to help run breakfast clubs. Company volunteers have also supported Magic Breakfast with a number of projects to help the charity grow, including an eight week strategy programme during which employees at the firm developed a model to efficiently and effectively double growth, helping the charity to reach 184 additional schools without lessening the impact it has in each school.

As a result, 172,000 breakfasts were served to 570 children and each school gained an average of 1 hour teaching time per morning, or 7 days per year. Press associated with the partnership reached a total readership of over 1 million people and Morgan Stanley has seen a positive impact through this employee engagement.



"Across the business, I've seen that employees involved in volunteering activities with our charity partners, such as Magic Breakfast, are often the most motivated and engaged, having a direct impact on the culture of the Firm."

Sue Watts

Chief Administrative Officer EMEA, Morgan Stanley

Morgan Stanley



THE LORD MAYOR'S 2015 COMMUNITY PARTNERS AWARD

This 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 look for innovative and effective ways of working with businesses or public bodies that:

- Engage and manage corporate interest
- Build and maintain relationships through effective communications 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

Read on for details of the finalists in this category.

THE BROKERAGE CITYLINK FOR WORK WITH STATE STREET

The Brokerage Citylink has been working with State Street since 2011 with the aim of helping disadvantaged young people to access careers in business and financial services.

Based on an idea from State Street to develop a mentoring programme, the Brokerage Citylink put together a structured scheme, which each year identifies a cohort of undergraduates who will most benefit from being mentored.

The Brokerage provides volunteer training and briefings as well as the recruitment, training and follow up with students. They are also on hand to resolve any issues. Day-to-day the Brokerage team work alongside four 'project champions' and the corporate citizenship team at State Street.

To date, 103 employees have volunteered to help 118 young people. From the 33 participants in 2012, 27 now work in their desired field at companies including State Street, Goldman Sachs, HSBC and Rolls Royce. The project has also developed a model that the Brokerage now uses elsewhere. For the volunteers, 88% reported having improved their mentoring skills and 70% were more likely to volunteer again in future.



"I can't express in words how much of a difference this programme has made for me - the skills I've learnt, my personal development, and an amazing opportunity at State Street next summer. I hate to exaggerate, but I genuinely believe the programme has taught me some career-changing, life-changing things for the better."

Khang
State Street summer intern



THE BROKERAGE
CITYLINK

ENABLING ENTERPRISE FOR WORK WITH UBS

Enabling Enterprise (EE) and UBS have just completed the first year of a three-year strategic partnership aiming to increase educational attainment in Hackney, a borough with significant levels of deprivation. EE works to ensure that students leave school equipped with the skills, experiences, and aspirations for future success. UBS first supported EE's work in Hackney in 2009, and since then EE has grown to work with over 45,000 primary and secondary school students nationally.

The partners have a detailed Memorandum of Understanding which gives structure to their partnership. UBS's support includes regular volunteer support for student visits to its offices, financial support, and strategic advice. During term-time there is weekly contact between the partners around student visits, plus frequent informal contact to further the partnership's objectives of developing students' skills, experiences and aspirations. EE formally reports to UBS on progress and impact every six months.

In the 2014-15 academic year, EE supported 2,800 Hackney students. 100 employee volunteers from UBS helped deliver the EE programme in Hackney, 89% of whom reported increased job satisfaction as a result.



"Enabling Enterprise is a valued and trusted partner which facilitates high quality employee volunteering opportunities and enables UBS to make a positive impact on students' skills in our neighbouring borough of Hackney."

Sarah Craner
Community Affairs Director, UBS



INSPIRE! EDUCATION BUSINESS PARTNERSHIP FOR WORK WITH LINKLATERS LLP

Concerned by high levels of economic, social and educational deprivation on its doorstep, Linklaters and Inspire! set out in 2007 to establish what was originally planned to be a 3-year Hackney-based programme to develop young people's employability skills and raise their aspirations.

In the local context of a legacy of poverty and generational worklessness, the programme aims to support the achievements of young people. A Memorandum of Understanding between the organisations was drawn up to outline the partners' commitment. Inspire! provides expertise and local knowledge as well as seconding a Programme Manager to Linklaters to manage the project. The project management entails budgeting, activity delivery, and reporting. Inspire! also manage further memorandums of understanding with their own charity partners to involve local schools in the project.

Eight years on, the programme has helped 99% of young people to report increased aspirations. The charity has now developed a model that can be replicated with more businesses and schools. Linklaters has also benefitted, with 90% of volunteers reporting increased pride in working for the company.



"I visit Linklaters very often – sometimes almost weekly! Lots of my friends also take part in Realising Aspirations projects and everyone loves coming here. It's nice to see people in their working environment and it has inspired me to work somewhere like this."

Salimah Bilal
Beneficiary



LONDON WILDLIFE TRUST FOR WORK WITH THE MACE FOUNDATION

London Wildlife Trust has been working with Mace since 2012. During this time 1,500 Mace employees have volunteered to improve London's open spaces to benefit hundreds of thousands of Londoners.

Mace and London Wildlife Trust partner on workdays, projects and an annual Volunteer Week, and in 2014 Mace volunteers contributed 1,200 volunteer hours across 11 nature reserves. The charity sends quarterly email updates to Mace with information to encourage staff to volunteer. Support is given to employee volunteers before, during and after volunteering. Mace is publicly thanked via the charity's social media platforms and staff are given email updates on how projects have progressed following volunteering. The charity gives Mace access to nature walks, talks from experts, and venue hire at their reserves for training events.

The partnership is monitored via an online feedback form; to date 94.7% of volunteers agree that they were aware how their contribution had benefited the local community. Researchers have found that access to green space reduces the socio-economic inequalities and mental well-being gap among urban dwellers.



"Mace has proved to be a real inspiration for our small and loyal group of volunteers. The Mace work parties are hard-working, on-task, good company and leave our reserve greatly enhanced by their efforts."

Malcolm Bridge
Volunteer



PROVIDENCE ROW FOR WORK WITH BBMV JOINT VENTURE

East End homelessness charity Providence Row has, over the last two years, worked with BBMV Joint Venture to transform their courtyard and roof garden into an urban oasis.

Throughout the project Providence Row and BBMV worked together to an agreed timetable, with the charity 'checking in' with BBMV on a regular basis to communicate issues. As well as donations in kind, seed funding and employee fundraising, BBMV gave 150 hours of skilled volunteering to help build the garden alongside the charity's resident gardening group. The company also provided health and safety guidance.

As a contractor to Crossrail, BBMV are audited on their community investment initiatives and in 2014 they received 2+ out of a possible 3 for community investment and were called "arguably the best community investment programme on Crossrail".



"With incredible support from BBMV Joint Venture, through funding and volunteering, our courtyard and rooftop have been transformed into beautiful urban gardens. Gardening is a brilliant way to engage our clients and improve their diet. This project will benefit the charity and our clients long into the future."

Pam Orchard
CEO, Providence Row





THE LORD MAYOR'S 2015 LORD MAYOR'S AWARD FOR LONGSTANDING ACHIEVEMENT

This Award is for businesses 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 strong evidence of leadership from the top and a commitment to the integration of community involvement into organisational life.

Read on for details of the finalists in this category.

BARCLAYS 5 MILLION YOUNG FUTURES: IAN MIKARDO

Barclays' global *5 Million Young Futures* goal is a commitment to invest £250m to help five million young people build a better future for themselves. Barclays has worked closely with Ian Mikardo High School since 2008 to support the hardest to reach young people and their families into employment, education or training.

The programme provides sustained interventions for 48 young people and 172 family members from disadvantaged communities. Barclays' volunteers have mentored students, sat on the board of trustees at the school, and helped the school to set up its social enterprise 'Ian Mikardo Xtra'.

As a result, 96% of boys at risk of dropping out have continued with education, employment or training after graduation. Of the 50% of students entering the school with criminal issues, none received a custodial sentence. While prior to arrival more than half of the students were persistent absentees, all students now consistently attend.

Volunteering opportunities with Ian Mikardo have enabled Barclays to engage, develop and retain talent. They have also benefitted as local press highlighted the partnership, including in *The Wharf*, *East End Life* and the *East London Advertiser*.



"We are delighted to support the work of Ian Mikardo through our 5 Million Young Futures commitment. Barclays is investing not only money, but our employees' time and expertise to help young people at Ian Mikardo overcome challenges, enabling them to realise their ambitions."

Steve Cooper
Chief Executive of Personal Banking, Barclays



BRITISH LAND

OUR LOCAL COMMUNITIES IN LONDON

British Land positively impacts the community by supporting local needs based on their corporate focus Places People Prefer.

The company particularly focuses on young people and education, employment and training, and regeneration of community infrastructure and facilities. Volunteering occurs across the business, including British Land's Chief Executive, who is actively involved in the community programme by providing pro bono mentoring. Over 8,400 hours of volunteer time were given to the community in the past three years. As well as investing £1.9m in London communities over that period, a further £1.4m was leveraged from their network.

Benefits to the community include 120 unemployed East Londoners receiving sustainable jobs through British Land's supply chain, 316 students gaining insight into careers via site visits, and 400 children with special educational needs developing standards of fair play and confidence via sporting events. Business benefits include a high rating for 'giving something back' which helped the company into the Sunday Times Best 100 Companies to Work For. Reputational enhancements created by the activity are also essential to the planning processes behind British Land's core business of developing sites.



"The work of British Land's community programme has left me feeling very proud of our industry, the organisations working on the ground and notably the young people who often get a much harder time than they deserve."

Chris Grigg
CEO, British land



DENTONS

POPLAW LEGAL CLINIC AND CITY GATEWAY

Dentons' work with PopLaw and City Gateway has been central to their corporate social responsibility programme in London. PopLaw is a free weekly legal advice clinic and the work with City Gateway helps young people to take steps into employment. Both schemes benefit Tower Hamlets.

The PopLaw clinic is run by staff from across Dentons and is administrated with the help of law students at a local university. Since 2006, 105 employee volunteers per year, including senior partners, helped 4,230 clients via 9,000 hours of free legal advice estimated to be worth £3.6m. Since 2007, the work with City Gateway resulted in 35 students attending work experience placements, 800 students attending 'world of work' tours, and five students attending year-long apprenticeships, of which three were hired as permanent employees.

This gives Dentons an opportunity to develop staff professionally and differentiate themselves from other firms with clients. In addition, working with students from the local university has created direct access to a pool of talented potential employees, from which Dentons has recruited four student volunteers as trainee solicitors.



"To have PopLaw in our neighbourhood is an essential lifeline for many of our residents as there is a dearth of provision in the area. We have referred our clients to the service with the confidence that they will receive a high quality service. This service reflects what good CSR looks like and how pro bono support can be extremely beneficial."

Babu Bhattacharjee
Director of Communities and Neighbourhoods, Poplar HARCA

DENTONS

2015 APPLICANTS

HEART OF THE CITY AWARD FOR BEST NEW COMMUNITY PROGRAMME

Aberdeen Asset Management PLC
Alium Partners
Beazley Group
VTB Capital PLC

ENTERPRISE AND EMPLOYMENT AWARD

Barclays
CBRE
Freshfields Bruckhaus Deringer LLP
Hogan Lovells International LLP
IMS Data Distribution
Telereal Trillium

EDUCATION AND LIFELONG LEARNING AWARD

Amifro Associates
Hogan Lovells International LLP
IBM
Pearson
Rothschild
THIRD EYE Communication Limited
UBS

FUTURE PROOFING CHARITIES AWARD

Aimia
Dentons
Dentsu Aegis Network
Hammerson PLC
KPMG
Macquarie Group
Morgan Stanley

COMMUNITY PARTNERS AWARD

Benefacto
CareTrade Charitable Trust
Construction Youth Trust
Education and Employers Taskforce
Enabling Enterprise
Inspire! Education Business Partnership
London Wildlife Trust
Manor House Development Trust
Missing People
Providence Row
Rich Mix Cultural Foundation
The Brokerage Citylink

LORD MAYOR'S AWARD FOR LONGSTANDING ACHIEVEMENT

Barclays
British Land
Dentons
GL Hearn
Nomura International PLC

WITH THANKS TO THE FINAL JUDGING PANEL

Alderman Alan Yarrow,

The Rt. Hon. The Lord Mayor of London

Alderman Alan Yarrow is the 687th Lord Mayor of the City of London. He was born in Malaysia and educated at Harrow before joining Grieveson Grant stockbrokers in 1972 and being elected a member of the Stock Exchange in 1978.

He studied International Corporate Finance at Manchester Business School 1981 and on his return was made a partner of his firm the same year. Following the merger of Grieveson Grant and Kleinwort Benson, Alan became Head of UK Institutional Sales in 1989, Head of Global Distribution in 1992, and Managing Director of Kleinwort Benson Securities in 1994. He was appointed to the Kleinwort Benson Group Board in 1995.

Alan left Dresdner Kleinwort in December 2009, after 37 years with the group, latterly as Group Vice Chairman and Chairman of the UK Bank. On Kleinwort Benson's merger with RHI, Alan was appointed Chairman of the Kleinwort Benson Holdings Board until recently stepping down to become Senior Advisor to the Group.

Alan is currently Chairman of the Chartered Institute for Securities and Investment and is also a Non-executive Director of Turquoise Global Holdings Limited (subsidiary of the London Stock Exchange) and Fixnetix Limited (low latency data communications). He is also a Trustee of the Police Foundation. He has served as Chairman of the London Investment Banking Association, a member of the Take-over Panel, Vice-Chairman of the Financial Services Authority Practitioner Panel, and Vice President of the British Bankers' Association.

Lady Diana Brittan, DBE

Chair, Independent Age

Diana 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. Martin's which provides a range of services to homeless people and those who are at risk in central London. She is also associated

with two other charities, as president of the Townswomen's Guild, and as trustee of the Carnegie UK Trust. Having been a magistrate in the City of London for over 25 years, she retired in 2010.

Amanda Jordan, OBE

Co-Chair, Corporate Citizenship

Amanda started working in the voluntary sector before joining NatWest as Director of Community Investment and later of CSR. Whilst at NatWest she became a part time advisor to the UK government on social exclusion and the development of CSR, helping businesses to engage in the debate around a voluntary approach to responsible business practice. In 2000 she set up her own CSR consultancy Corporate Citizenship, which now has 40 staff in London, New York and Singapore. Amanda has advised many clients on CSR issues in different parts of the world. She has co-written publications on responsible business practice, community investment and corporate foundations. She has presented at conferences in Europe, the Middle East, South Africa, Australia and US.

Amanda remains active in the voluntary sector as Chair of the Association of Charitable Foundations (ACF), co-founder and trustee of Step up to Serve, the campaign for youth social action, trustee of the Baring Foundation and vice president of the National Literacy Trust. Amanda is a member of the Board of the IC-CSR at Nottingham University Business School and the assessment panel of the Fairbanking Mark.

Martyn Lewis, CBE

Chair, NCVO

Martyn Lewis' career is an unusual blend of the media, charitable and business worlds. During 32 years as a television journalist he anchored every mainstream national news programme on ITV and the BBC, and now works extensively in the voluntary sector. He founded YouthNet, the award-winning charity which, since 1995, has provided a comprehensive website helping 16-25 year-olds – www.thesite.org. He is Chairman of the National Council for Voluntary Organisations and of The Queen's Award for Voluntary Service, President of United Response, Vice-President of Macmillan

Cancer Support, Marie Curie Cancer Care and Help the Hospices, and Patron of The Patchwork Foundation, the national volunteering database Do-It.org and the quarterly broadsheet 'Positive News'.

He recently chaired an Inquiry into executive pay in the voluntary sector, and campaigns regularly for more coverage of the achievements of the sector in the national media. He is a director of IPSO (The Independent Press Standards Organisation which replaced the Press Complaints Commission), and of The TS Elite Group, which offers a new type of performance learning for schools and academies. He continues to chair conferences and debates on a wide range of subjects in the corporate, public and charitable sectors, and has recently returned to broadcasting to present the weekly interview programme 'Agenda' on 'The Wireless', a new radio station for the over-50s created by the charity Age UK. A long-standing judge for the Lord Mayor's Dragon Awards, Martyn is now Deputy Chair of the final judging panel.

Harvey McGrath

Chair, Big Society Capital and Heart of the City

Harvey is Chairman of Big Society Capital, Deputy Chair of the Mayor of London's Enterprise Panel, and Chairman of Governors of Birkbeck College, University of London. He is the former Chairman of Prudential PLC, Man Group PLC, and the London Development Agency. Prior to taking on the Chair of the London Development Agency he was Chairman of London First, the capital's influential business campaign group, and Chairman of the East London Business Alliance, a partnership of substantial businesses engaged in the social and economic regeneration of East London.

Harvey is also Chairman of Heart of the City, which helps companies develop CSR through learning from one another; Chairman of the Prince's Teaching Institute, which promotes subject based professional development for teachers; and a trustee of a number of other charities including New Philanthropy Capital; icould; and the Mayor's Fund for London.

WITH THANKS TO THE FINAL JUDGING PANEL

Ken Olisa

Founder and Chairman, Restoration Partners

Ken is Founder and Chairman of Restoration Partners, the boutique technology merchant bank. Ken's technology career spans over 30 years commencing with IBM from whom he won a scholarship while at Fitzwilliam College, Cambridge University. In 1992, after twelve years as a senior executive at Wang Labs in the US and Europe, Ken founded Interregnum, the technology merchant bank. He was elected as a Fellow of the British Computer Society in 2006.

He is currently a director of Thomson Reuters and is currently Non-executive Chairman of AIM-listed Outsourcery Plc. He is also on the board of The Institute of Directors as a Non-Executive Director.

Ken is a Freeman of the City of London, Past Master of the Worshipful Company of Information Technologists, Chairman of Thames Reach (for which he received an OBE in 2010), Chairman of Shaw Trust, was an original member of Independent Parliamentary Standard Authority, and is the Founder and Chairman of the Powerlist

Foundation. In 2009, he was named the Sunday Times Not for Profit Non-Executive Director of the year, and is regularly voted in the Powerlist's Top 10 most influential British black people. In 2015 Her Majesty the Queen appointed him as her Lord-Lieutenant of Greater London.

Richard Sumray, MBE

Chair, Health Education South London and Hillingdon Hospitals NHS Foundation Trust

Richard currently chairs two NHS organisations having previously been Chair of NHS Haringey as well as the London Specialised Commissioning Group. He chaired the London 2012 Forum as part of his role in LOCOG for the 2012 Games. He worked on the bid and the Games for almost 25 years, leading for London until the Mayor took over that role. He was responsible for the first volunteering strategy and chaired 'Changing Places', an environmental programme around Olympic venues whose aim was to enable local communities to benefit from the Games. He was a member of the Metropolitan Police Authority for eight years. He currently chairs Alcohol

Concern and was until recently the Chair of the National Centre for Circus Arts. He is also treasurer of International Broadcasting Trust and a Board member of Lee Valley Leisure Trust. He is a visiting professor at the University of East London and until 2013 was a co-opted member of the Board of London Higher. He is a magistrate and has been chairing youth and family courts for more than twenty years.

Cyrus Todiwala, OBE DL

Chef Patron, Cafe Spice Namaste Group

Cyrus Todiwala is Chef Patron of the Café Spice Namaste Group which includes, apart from the eponymous restaurant, Mr Todiwala's Kitchen, Assado at Waterloo, and The Park Cafe in Victoria Park. In 2000, Cyrus was awarded an MBE for his contribution to education and training. In 2008, he was appointed Deputy Lieutenant of Greater London; in 2009, he received an OBE for his role in UK hospitality and catering. Cyrus is a Trustee of Learning for Life, a charity dedicated to improving educational opportunities in the Sub-Continent and Afghanistan. In 2013 he launched the Asian Junior Chefs Challenge

(now called Zest Quest Asia) to promote Asian cuisine as a career for UK resident chefs. Cyrus regularly appears on key television and radio programmes. These include BBC Food and Drink, BBC UK Today, BBC's Master Chef and Saturday Kitchen, as well as regular slots on Radio 4, Radio 5 Live, BBC World Service, and Talk Radio, among others. In summer 2013, he appeared in a new BBC 2 primetime cookery series, 'The Incredible Spicemen: Todiwala and Singh'.

Catherine Usher

Lately DLA Piper UK LLP

A lawyer with 40 years' experience in the City, Catherine was formerly London Office Managing Partner of DLA Piper, Head of Real Estate at DLA Piper, 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.

Ruwan Weerasekera

Managing Director, Weera Consulting

Ruwan sits on the board of London Works, a social enterprise focussed on employability in London, which invests its profits into employability initiatives across East London and supports economic and social regeneration. He is also a Governor of the Bridge Academy in Hackney and the founder of a niche consulting firm working with clients on strategy, technology and operations with a particular focus on organisation design and culture.

Until 2015, Ruwan was a Managing Director of UBS in London and was the Chief Operating Officer for Securities and also had a variety of group wide roles focussed on culture and risk management as well as sitting on the Community Affairs Committee. Ruwan originally joined Arthur Andersen Management Consultants after studying Computer Science at Manchester University. He was previously a commissioned officer in the Royal Air Force and later became a Partner of Accenture prior to re-joining UBS.

WITH THANKS TO THE PRELIMINARY JUDGING PANEL

Bob Fry

Managing Director, Aukett Swanke

Carolyn Housman

Director, Heart of the City

Dianna Neal

Head: Economy, Tourism and Culture,
London Councils

Heather Barker

Corporate Social Responsibility Consultant

Helen Sanson

Director, Tower Hamlets Education
Business Partnership

Jenny Field

Deputy Chief Grants Officer,
City Bridge Trust

Jon Lloyd

Head of LBG, Corporate Citizenship

Linda Barnard

Community Relations Manager,
the Bank of England

Louise Muller

Community Works Programme Director,
East London Business Alliance

Noa Burger

Corporate Responsibility Manager,
the City of London Corporation

Poorvi Patel

London Operations Director,
Business in the Community

Rachel Engel

Vice President, Macquarie Group Foundation

2016 INFORMATION

Applications for The Lord Mayor's Dragon Awards 2016

We hope that you have enjoyed the 2015 Awards celebration dinner.

Looking ahead, we would like to invite you to spread the word of the Awards and encourage other organisations to apply. If you would like to recommend the Awards or find out more about applying yourself in 2016, please contact dragonawards@cityoflondon.gov.uk.



Our thanks to Martyn Lewis,
Dinner compère



This publication is available on request in alternative formats from the City of London Corporation's Corporate Responsibility Team.

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The Lord Mayor's Dragon Awards

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