



THE LORD MAYOR'S 30<sup>th</sup>  
**DRAGON AWARDS 2017**

Recognising excellence in social impact

@Dragon\_Awards

#DragonAwards





UBS



# THE LORD MAYOR'S 30<sup>th</sup> DRAGON AWARDS

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## DINNER PROGRAMME

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- 7.00 Drinks and canapés served in the Salon
- 7.30 Guests to be seated in the Egyptian Hall
- 7.45 Welcome address by Alderman Dr Andrew  
Parmley, The Rt. Hon. The Lord Mayor of London
- 8.00 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 DR ANDREW PARMLEY THE RT. HON. THE LORD MAYOR OF LONDON

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It is my great pleasure to welcome you to Mansion House for the 30th 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 who joins us tonight for this special milestone. For 30 years, the Awards have recognised and celebrated organisations making an exemplary impact in London's communities. The Awards showcase best practice and inspire others to get involved in their communities, ultimately leading to a more inclusive and sustainable London.

My Mayoral theme is: "Educate. Support. Inspire". This City houses

an army of volunteers who make huge economic and social contributions to London, and earlier today the City community came together to help others by taking part in City Giving Day. I cannot think of a better way to end the day than by recognising the most inspiring and exemplary responsible businesses at the Lord Mayor's Dragon Awards. This year's applicants have galvanised over 7,000 employee volunteers and reached almost 800,000 people. They have shown dedication to engaging with their local communities in a sustained and meaningful way, and I hope their stories tonight will encourage us all to do more for the benefit of our wider society.



A handwritten signature in black ink that reads "Andrew Parmley".

The Rt. Hon. The Lord Mayor of London,  
Alderman Dr Andrew Parmley

# THE 30TH LORD MAYOR'S DRAGON AWARDS

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The City of London Corporation provides local government and policing services for the financial and commercial heart of Britain, the 'Square Mile'. In addition, the City Corporation:

- Supports London's communities by working in partnership with neighbouring boroughs
- Looks after key London heritage and green spaces
- Supports and promotes the City as a world-leading financial and business hub

The City Corporation is proud to run the Lord Mayor's Dragon Awards. For 30 years, the Awards have celebrated businesses that display excellence in their approach to community engagement – using their influence and resources to address social issues, and inspiring

others to engage by showcasing examples of best practice, collaboration and innovation.

We are very excited to have launched two new categories to mark our anniversary; the Regional Impact Award, which shines a light on the positive role that business plays across the UK, and the Innovation Award, which recognises businesses that are finding new ways to make a difference.

Tonight's winners have been chosen by an expert judging panel chaired by The Rt. Hon. The Lord Mayor of London, Alderman Dr Andrew Parmley. This year, the judges were particularly looking for examples of businesses that have changed their own internal practices to have a positive impact on communities. You can find out more about our final judging panel on page 41.





## WHAT TO EXPECT AT THE AWARDS

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If this is your first time at Mansion House, we warmly welcome you and have included a preview of tonight's proceedings.

Once guests are at their places in the Egyptian Hall, the Toastmaster will announce the procession of the Principal Guests. It is a City custom for guests to stand and clap slowly as the procession makes its way around the Egyptian Hall to the top table.

When the Principal Guests have taken their seats, the Lord Mayor of London will deliver an Address of Welcome on behalf of the City of London Corporation.

The Toastmaster will invite all guests to stand for a short note of thanks to be led by the Hon. Chaplain to the Lord Mayor, The Reverend Canon Roger Royle.

The Lord Mayor of London will then propose a Loyal Toast in honour of Her Majesty the Queen. Dinner will then be served.

At the conclusion of the Dinner service, The Lord Mayor and the Compère, Sir Martyn Lewis, will proceed to the Presentation stage for the presentation of the Awards.

Following the Awards ceremony, Sir Martyn will propose a toast to the health of the Lord Mayor and Lady Mayoress.

The Lord Mayor will then reply with a toast to the Lord Mayor's Dragon Awards.

At the end of the evening, all guests are invited to join the Lord Mayor for a final farewell drink in the salon, customarily known as a Stirrup Cup.

All winners will be escorted to the North Drawing Room for photographs, immediately following the final toast.

## PREVIOUS WINNERS ROLL OF HONOUR

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### 2016

Assael Architecture  
Dentons  
Liberum Capital  
Oliver Wyman  
Penguin Random House UK  
Tower Hamlets Education  
Business Partnership  
Transport for London

### 2015

Aimia  
Alium Partners  
Barclays  
Freshfields Bruckhaus Deringer LLP  
IBM  
London Wildlife Trust

### 2014

Beyond Food Foundation  
Chiswick Park Enjoy-Work  
Dovetail  
GL Hearn  
Hogan Lovells International LLP  
Slaughter and May

### 2013

Andaz Liverpool Street Hotel  
K&M McLoughlin Decorating Limited  
Lloyd's of London  
Lloyds Banking Group  
Pilotlight  
Purdy  
ZenithOptimedia

### 2012

8build  
Body & Soul  
Guy Fox History Project Limited  
MITIE  
Pearson  
Reed Smith LLP  
Sapphire Systems  
UBS

### 2011

Bank of America Merrill Lynch  
Catlin Underwriting Agencies Ltd  
eFinancialCareers  
Freshfields Bruckhaus Deringer LLP  
ISG  
Lakehouse  
St Luke's Trust

### 2010

Allen and Overy LLP  
EY  
Hidden Art  
London Chamber of  
Commerce and Industry  
London City Airport  
Nomura  
Taylor Bennett



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## 2009

8build  
Base Creative  
British Airways  
British Land  
Broadgate Estates  
Investec  
Knightsbridge Guarding  
Lovell Partnership  
Rosie Spooner, individual volunteer  
winner, nominated by St George's,  
University of London

## 2008

Capco  
Deloitte  
Lakehouse Contracts  
Lehman Brothers  
Mace Sustain  
Richard Zaborski, individual  
volunteer winner, nominated  
by The Brokerage Citylink  
Rothschild  
St George's, University of  
London (Special Award)  
UBS

## 2007

Denton Wilde Sapte LLP  
Giles Keating, individual volunteer  
winner, nominated by St Mungo's  
London Borough of Barking and Dagenham  
Lovells LLP  
Merrill Lynch  
Swanke Hayden Connell Architects  
Trowers & Hamlins

## 2006

Barclays and Lovells (joint entry)  
Compass Group  
Deutsche Bank, Linklaters  
and UBS (joint entry)  
Gensler  
iMPower Consulting Limited  
KPMG  
Tim Cole, individual volunteer,  
nominated by Central Brent Partnership

## 2005

Allen & Overy  
Bain & Co  
Deutsche Bank  
James Wigg GP Practice  
Lehman Brothers  
Morgan Stanley  
Steve Thompson  
The Blomfield Group

## 2004

Allen & Overy and Simmons  
& Simmons (joint entry)  
Gensler  
HSBC  
KPMG, Marsh, Barclays, Marks  
& Spencer (joint entry)  
Lloyd's of London  
The Higgins Group  
UBS

# PREVIOUS WINNERS ROLL OF HONOUR

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## 2003

Allen & Overy  
Clifford Chance  
Deloitte & Touche  
Deutsche Bank  
EDF Energy  
King's College Hospital NHS Trust  
Marks & Spencer  
St Luke's Communications

## 2002

Cadbury Schweppes  
Enfield Travel Inn Metro  
KPMG  
The Brokerage Citylink  
UBS Warburg

## 2001

Allen & Overy and the New Addington  
Education Action Zone (joint entry)  
Barts and the London NHS Trust  
Happy Computers  
Herbert Smith  
Lehman Brothers  
The Guardian

## 2000

Advance Systems and Support  
Freshfields Bruckhaus Deringer  
Laing Training Services  
PricewaterhouseCoopers  
Tower Hamlets Education  
Business Partnership  
UBS Warburg

## 1999

Allen & Overy  
Bain & Company  
Diageo  
Happy Computers  
Look Ahead Housing and Care  
Shell International Limited

## 1998

Bain & Company  
Canary Wharf  
Gartmore  
Lehman Brothers  
Linklaters  
LWT  
Pelcombe Training Limited

## 1997

Bankers Trust  
BT  
John Laing plc  
Lloyd's of London  
National Tenants Resources Centre,  
John Laing plc and Grand  
Metropolitan plc (joint entry)  
NatWest  
Warwick Wright Motors

## 1996

Barclays Bank plc  
Bridisco Ltd  
British Gas plc  
Conran Restaurants  
Herbert Smith  
SR Allen  
Tarmac plc  
The Gateway Training Centre  
The RTZ-CRA Group

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## 1995

Bio-regional Charcoal  
BP  
Herbert Smith  
John Laing  
Royal Bank of Scotland  
Swiss Bank Corporation  
The Bromley by Bow Centre  
Whitbread

## 1994

Burger King  
Costain Group  
Glaxo  
Lovell White Durrant  
Marks & Spencer  
Mayday Staff Services  
Royal Mail  
The Brix at St Matthews

## 1993

Unfortunately unknown

## 1992

British Rail Network South East  
John Laing plc  
News International plc  
The Sedgewick Group plc  
Whitbread plc  
Winterhur Insurance Co (UK) Limited  
Woolwich Building Society

## 1991

Freshfields  
Kesslers International Limited  
Sedgwick Group plc  
Stafford Knight & Co plc  
The British Petroleum Company

## 1990

B E Services  
Citibank  
City of London Corporation  
Prudential Corporation  
Shell UK  
W.H. Smith Limited

## 1989

Allied Dunbar  
American Express  
BAT Industries plc  
Haberdasher's Company  
Rosehaugh plc

## 1988

Unfortunately unknown



# THE 30<sup>th</sup> LORD MAYOR'S DRAGON AWARDS

## HEART OF THE CITY AWARD 2017

### FINALISTS 2017

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This Award recognises businesses that have set up a strategic approach to community engagement for the first time in the last three years. The Award recognises businesses that demonstrate a strategic, senior commitment to tackling social issues, and looks for organisations that are developing robust and sustainable programmes, even if the impact evidence isn't quite there yet.

Heart of the City is London's responsible small business network and is funded by the City of London Corporation and its charitable foundation, the City Bridge Trust. Heart of the City offers free support for businesses in London looking to increase their social and environmental impact.

**[www.theheartofthecity.com](http://www.theheartofthecity.com)**

## BECK GREENER FOR STEM: BRANCHING OUT

In 2016, Beck Greener launched STEM: Branching Out to provide enrichment opportunities and inspire young people to consider STEM (Science, Technology, Engineering and Maths) careers. This initiative is part of the STEM Ambassadors programme run by the charity STEM Learning UK.

As intellectual property lawyers, Beck Greener also provide pro bono assistance for school-aged students and host industrial placements in IT.

Since launching:

- Over 1,200 students have been reached from Years 3-12
- 46% of STEM Ambassadors have been women and 13% from BAME backgrounds
- £27,000 worth of chargeable-time has been provided



*"This programme has been invaluable in staff development, providing an opportunity for us to build skills outside the business."*

**James Stones**  
Partner responsible for CSR, Beck Greener

**BeckGreener**  
Celebrating 150 years

# IMPACT CREATIVE RECRUITMENT

## FOR FUTURE PROOFING TALENT THROUGH DIVERSITY

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In 2016, the founders of Impact Creative, an SME media and creative industry recruitment company, developed an initiative to help diversify the industry's workforce.

The programme partners with local communities to raise awareness of the careers available within the creative industries, with the hope of eventually leading to the creation of new and untapped talent for the sector. To date the programme has achieved the following:

- 100% of staff support the programme
- 6 workshops have been facilitated with clients, with a total of 120 students from diverse and disadvantaged backgrounds attending
- Staff retention has increased by 14%
- Impact Creative's workforce is 10% more diverse
- Impact Creative have placed 12% more diverse candidates with clients



*"Our ambition spurs us on to be the driving force behind an industry shift in tackling diversity."*

**Julia Dosne**  
Joint Managing Director, Impact Creative Recruitment

**IMPACT**





# THE 30<sup>th</sup> LORD MAYOR'S DRAGON AWARDS **ACCELERATOR AWARD 2017**

## **FINALISTS 2017**

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This Award recognises businesses that enable other organisations to succeed. Accelerator businesses recognise the importance of a strong and vibrant SME, social enterprise or charity sector, both commercially and to the wider community through job creation and service provision. They are helping these organisations to start up, grow or become more sustainable. The Award recognises those businesses that are leveraging their expertise to support other organisations to thrive, contributing to a more prosperous London for all.



## OLIVER WYMAN

### FOR OLIVER WYMAN SOCIAL IMPACT PROGRAMME

Oliver Wyman's Social Impact programme helps social sector organisations with strategic, organisational and digital challenges by providing pro bono consultancy support and mentoring relationships for social enterprise executives.

Since the programme's inception in 2015, Oliver Wyman London has engaged over a third of its workforce to support more than 60 social enterprises, with 85% reporting a lasting impact.

One example of this work is Oliver Wyman's partnership with Tomorrow's People, a charity that empowers individuals to develop the skills and self-belief required to find and retain a job. Oliver Wyman worked with them to design a social impact bond that will support more than 2,000 youth employment programmes in the UK.



*“Oliver Wyman more than exceeded our expectation in the level of involvement in our project, consistently showing a willingness to go above and beyond to promote our project and connect us to their client network.”*

Director  
The Entrepreneurial Refugee Network

## UBS

### FOR COMMUNITY AFFAIRS IN HACKNEY AND EAST LONDON (ENTREPRENEURSHIP)

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With a 30 year history of partnering with organisations in Hackney, UBS have focused in the last three years on supporting social entrepreneurs in the borough to establish new social enterprises and grow existing ones. The programme helps whole communities, improving the business and life-skills, confidence and aspirations of social entrepreneurs for the benefit of Hackney's communities.

The programme includes:

- Funding of the Hackney Connect Award with UnLtd to develop the skills, confidence and opportunities for unemployed young people. These ventures have gone on to support 4,500 beneficiaries
- A partnership with the City Bridge Trust to develop the Stepping Stones Fund, which has awarded 49 charities a total of £2.1 million for investment readiness projects, and helped three grantees raise social investment totalling £16 million
- Launching the Social Entrepreneurship Mark with Hackney Cooperative Developments (HCD) to promote and safeguard the integrity of the social economy in Hackney

93% of UBS's volunteers reported that supporting the programme had a positive impact on them, with 80% reporting an increase in drive and commitment to the firm.



*"The programme of support and the development of a Mark accreditation scheme has helped our social enterprise sector to flourish, recognising the significant contribution it makes to the borough."*

**Phillip Glanville**  
Mayor of Hackney, 2016 – present







# THE 30<sup>th</sup> LORD MAYOR'S DRAGON AWARDS COMMUNITY PARTNERS AWARD 2017

## FINALISTS 2017

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This Award recognises community based organisations that demonstrate excellent practice and innovation in working with businesses and facilitating their involvement in the community. It celebrates ways in which effective partnerships are built and maintained, so that the benefits of business engagement in communities are maximised.

## THE BROMLEY BY BOW CENTRE FOR THEIR WORK WITH INVESTEC

The Bromley by Bow Centre has worked with Investec since 2008 with the aim to empower people living in some of the UK's most disadvantaged communities to create a network of sustainable, profit making businesses which contribute to economic regeneration, job creation and positive social and environmental outcomes.

Their flagship programme, Beyond Business, is a unique social enterprise incubation programme comprising business planning, access to expert advice, networking, training, seed-funding and on-going support to budding entrepreneurs in Hackney, Newham and Tower Hamlets.

To date:

- 44 new social enterprises have been created with more than half being BAME or female led
- New enterprises have been supported to create a combined annual turnover of over £2.3 million and 250 new jobs
- 90% of enterprises have gone on to trade beyond their first year, compared to the national average of 50%



*"I feel extremely fortunate. The passion and buy-in from a respected body of people developed my confidence and enabled my business to grow. If not for Beyond Business it is likely I wouldn't even be here trying. The partnership is really unique."*

**Eve Wagg**  
Well Grounded



# ELATT

## FOR THEIR WORK WITH OPUS 2 INTERNATIONAL

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ELATT's partnership with Opus 2 International, an SME, equips Londoners with the relevant digital skills to meet business demand and fill roles in the digital economy. As a specialist technology company, Opus 2 International have worked with ELATT to update their curriculum, and provide industry briefings, employment seminars, mentoring and work placements for their students.

Over the past three years:

- Opus 2 International have worked with 100 ELATT students
- 26% of students from the Opus 2 led workshops, seminars and mentoring programme have progressed into employment
- 40% of students from the work placement programme were offered paid employment with Opus 2

Opus 2 is now working with ELATT to provide apprenticeship opportunities for vulnerable young people, and they have already taken on their first apprentice.



*"It's like a dream come true. I thought I was never going to have the chance to see what it's like to have a proper career, until I came here. Supporting three children while I study and work is challenging, but ELATT and Opus 2 have been so supportive in helping me gain new skills and perspectives."*

Anna Lesniak  
ELATT student

**elatt**  
The Learning Community

## GENERATING GENIUS FOR THEIR WORK WITH STHREE PLC

Generating Genius's partnership with SThree plc was borne out of a shared vision for a thriving and diverse STEM (Science, Technology, Engineering and Maths) industry and higher education sector that is representative of the UK.

STEM recruitment specialists, SThree, needed well prepared and qualified candidates to place with clients, and recognised a long term opportunity to meet a business need and support local communities. Generating Genius works with students from years 10 to 13 on a pathway of activities including masterclasses, opportunities to see 'STEM in Action', university visits and, with the support of SThree, careers insights, networking and work experience.

The project has worked with 50 Year 12 students and provided them with work placements in SThree client companies. Of the total cohort that Generating Genius and SThree have worked with; 78% are female, 80% are BAME, 51% are eligible for free school meals and 63% would be the first in their families to attend university. Together Generating Genius and SThree will continue to support these students throughout year 13 and on into their careers.



*"This partnership has enabled us to take our CSR programme to the next level and embed activities into our core business and STEM specialisms. Going out to companies with such bright students who are fully supported by Generating Genius is an exciting proposition, which helps to strengthen our external business relationships and engage employees."*

**Marie Broad**  
Head of CSR, SThree plc



## HATCH ENTERPRISE

### FOR THEIR WORK WITH DEUTSCHE BANK

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The partnership between Hatch and Deutsche Bank began in 2014, with the aim of supporting socially-motivated entrepreneurs and organisations in South London to tackle poverty, unemployment, inequality, deprivation and other challenges that limit prospects and quality of life. Hatch provides entrepreneurs with early stage support via a 6-week Launchpad and a 12-week Incubator programme for those growing their social business. The support consists of tailor-made workshops, coaching, mentoring and office space.

Now in its second year the partnership has worked with over 70 social entrepreneurs supported by 30 dedicated mentors from Deutsche Bank. From the first year cohort, the 22 businesses that took part in the Incubator are now turning over £1.8 million, employing 48 people and delivering social impact to over 1,500 beneficiaries.



*“I have been volunteering with the Hatch incubator for the last 18 months and it’s been fantastic to see how I have been able to support start-up entrepreneurs evolve their business.”*

**Robert von Kaufmann**  
Director – Treasury Global Functional Architect, Deutsche Bank

**Hatch**







# THE 30<sup>th</sup> LORD MAYOR'S DRAGON AWARDS **INCLUSIVE EMPLOYMENT AWARD 2017**

## **FINALISTS 2017**

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This Award is for companies that remove the barriers to employment and progression for disadvantaged, underrepresented or minority groups, and that deliver programmes that equip people for the world of work in order to create a more diverse and inclusive London workforce. The Award recognises those companies that realise the business benefits and advantages of a more diverse workforce, such as fostering innovation, improving decision-making, and accessing untapped talent from the local community.

## MAYER BROWN INTERNATIONAL LLP FOR BREAKING BARRIERS – REFUGEE EMPLOYMENT ACADEMY

Mayer Brown's partnership with Breaking Barriers has led to the creation of the Refugee Employment Academy, which supports refugees to find employment in the UK. Unemployment amongst the refugee community is 50% compared to the national average of 5%. The Academy therefore seeks to break down barriers and increase understanding of the skills and experience that refugees can offer employers, alongside providing English language classes, employability workshops, mentoring and paid work placements.

Mayer Brown have provided paid 6-month work placements, access to networks and the delivery of employability workshops – with over 50 staff from across all functions of the business engaging with the refugees. Mayer Brown has further supported Breaking Barriers with a three-year commitment that includes financial support, the provision of pro bono legal support, use of Mayer Brown's offices and crucially, introductions to Mayer Brown's clients and contacts.

92% of those who have participated in the Academy have achieved full-time employment within 3 months of completing their work placement.



*"This flagship employability partnership with Breaking Barriers has been a way that we as a business have been able to proactively respond to the refugee crisis. By using our skills and our contacts it is so rewarding to think that we have been able to help refugees find work and embark upon a new life here in the UK."*

Sally Davies  
Senior Partner, Mayer Brown International LLP

MAYER • BROWN

# TRANSPORT FOR LONDON

## FOR STEPS INTO WORK AND SMART SOURCING

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Transport for London's Smart Sourcing recruitment strategy focuses on removing barriers to employment and increasing the overall diversity of TfL's workforce. The Smart Sourcing programme transforms the lives of individuals who can find it difficult to gain employment, but who have transferable skills and much potential, such as those leaving the Armed Forces.

Smart Sourcing owes its origins to TfL's pioneering Steps into Work programme. It has successfully provided adults with learning disabilities opportunities to develop their employability skills through tangible work experience, to achieve their ambitions and maximise their full potential. Together these programmes form part of Transport for London's employability initiatives.

The strategy is being delivered at scale across TfL and has achieved the following outcomes:

- 75 students with learning disabilities gained access to employability skills, with 71% of the most recent cohort achieving full-time paid employment within 1 year of completion
- 14 ex-forces personnel were hired into permanent roles



*“Doing Steps into Work has given me lots of confidence. I find it easier to talk to people in a working environment. It allowed me to show that despite my learning disability I am able to see things that most people can't see. The best thing I can say about the programme is that it allowed me to show what I can do and what I could bring to an employer.”*

David Yeboah  
TfL Lost Property Office







# THE 30<sup>th</sup> LORD MAYOR'S DRAGON AWARDS **INNOVATION AWARD 2017**

## **FINALISTS 2017**

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This Award is for companies that have developed new ways to benefit Greater London communities, whether by utilising their unique position to address an often overlooked social issue or by finding new ways to achieve impact on a long-standing issue. The Awards celebrates those that recognise the benefit of testing different approaches and go the extra mile to share their learning for the greater good.

## BANK OF AMERICA MERRILL LYNCH AND UBS FOR THE YOUNG ACADEMY

Over the past four years, Bank of America Merrill Lynch and UBS have forged a unique partnership to support The Young Foundation's Young Academy. By supporting the development of social ventures, the programme helps to reduce educational inequality and improve attainment for disadvantaged young people in London.

The programme consists of a 12 week curriculum of specialist workshops, access to a volunteer financial coach and mentors to help the young people develop their business models. As well as providing funding, both banks provide expert input and support. UBS provides volunteers to assess venture pitches for funding, while Bank of America Merrill Lynch provides volunteer mentors and coaches during the incubation period and supports the ventures to pitch for investment to enable them to scale.

This is a collaborative model in which two investment banks have joined forces to use their resources and expertise to maximise their positive impact in the community. To date, 52 ventures across five cohorts have received support through the programme, and all have been helped to scale, with a venture survival rate of 97%.



*"The programme is stimulating innovation by supporting new ideas that have the potential to help close the attainment gap, the most persistent challenge facing our education system."*

Sir Alasdair MacDonald CBE  
Education Expert

Bank of America  
Merrill Lynch

UBS

## BIRD & BIRD LLP

### FOR PIONEER AND BURSARY PROGRAMMES

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Bird & Bird's Pioneer and Bursary programmes are designed to support students at critical points in their education to increase their opportunities and to improve representation in the legal profession.

Launched in 2012, the Pioneer programme is a talent acquisition and development programme, which establishes long term relationships with students from the age of 14 and aims to increase social mobility. The Pioneer programme actively addresses the barriers which deter students from disadvantaged backgrounds from entering the legal profession. Launched in 2009, Bird & Bird's Bursary programme seeks to address the financial hurdle that may deter bright students from socially deprived areas from attending university to read law.

Overall, 70 students have taken part in the Pioneer scheme, and six students who took part in the Bursary programme have gone on to be offered training contracts by Bird & Bird. All students are given the opportunity to join the Alumni programme to keep in touch with the firm.



*"I was assigned a 'buddy' who simply filled the missing piece to the puzzle. She was, and to this day still is, a life saver. Throughout my university years she provided me with the support and guidance that many other people can take for granted. My buddy represents an image of what Bird & Bird stand for; someone who would go above and beyond to see you achieve."*

Beneficiary, Bird & Bird's Bursary programme

**Bird & Bird**



**FOR PLAN ZHEROES SURPLUS FOOD DONATION PLATFORM**

Design and technology consultancy, Keytree, supported Plan Zheroes, a food waste charity, by designing and supporting an online platform which provides companies with an easy way to donate their surplus food to charity, instead of sending it to landfill. Keytree were inspired to work with Plan Zheroes after witnessing the huge amount of food thrown away by local restaurants and cafés outside their central London offices.

The platform now has over 700 registered users with around two tonnes of food per month (equivalent to 4,000 meals) being redistributed to people in need. 40 new users join the platform each month, including large scale contract-caterer, Compass Group UK & Ireland and restaurant chain, Nando's, as well as independent cafés and bakeries.



*“Other than having access to food and being able to get more food, the biggest advantage of the platform is building a community. I can connect with volunteers and businesses in the local area and see how they can help us through Plan Zheroes.”*

**Lucas Farthing**

Project Coordinator, British Red Cross Hackney Destitution Centre



# THE 30<sup>th</sup> LORD MAYOR'S DRAGON AWARDS REGIONAL IMPACT AWARD 2017

## FINALISTS 2017

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This Award is for Greater London headquartered businesses that are using their influence and resources to strengthen regional communities. The Award highlights how London businesses are an asset, not only to the capital, but to communities across the United Kingdom. It seeks to recognise initiatives that both respond to local need and tie in to an overall community engagement strategy.

The PwC Social Entrepreneurs Club is a network of 250+ social entrepreneurs across the United Kingdom operating across ten cities. It was launched in 2011 with the aim of supporting social enterprises and the people behind them to promote local social inclusion. The firm draws on its resources and the broad skills of its employees to provide a wide programme of support for network members including mentoring, networking and masterclasses.

The PwC Social Entrepreneurs Club has achieved the following:

- 446 social enterprises have been supported since 2013
- In 2016, 1,900 hours of skilled volunteering worth £400,000 was provided
- Expenditure of £2 million annually with social enterprises through PwC's supply chain
- 92% of members surveyed have reported a beneficial impact on their enterprise



*"The mentoring sessions have been invaluable! I feel very privileged to have such a supportive and skilled PwC employee giving me support!"*

Network member, Bristol

# TATA CONSULTANCY SERVICES

## FOR TCS IT FUTURES

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With 12,000 employees and 150 corporate customers, Tata Consultancy Services view the digital skills shortage as an ongoing business concern. TCS IT Futures is an opportunity to develop a future pipeline of diverse talent for the IT sector by inspiring young people to consider a digital career. As a national programme, it reaches schools, colleges and universities in cities such as Peterborough, Edinburgh, Liverpool and Leamington Spa.

To date:

- 170,000 young people have been reached, 77% of which live outside of London
- Over 1,300 employees have volunteered more than 8,000 hours



*“The digital skills gap is a challenge that impacts the whole country, and although we happen to be headquartered in London, we feel our community impact needs to reach the whole of the UK. We are creating a talent pipeline across the country which is a perfect strategic fit for our business.”*

**Shankar Narayanan**  
Country Head, TCS UK & Ireland



## VANQUIS BANK

### FOR HELPING YOUNG PEOPLE WITH A LEARNING DISABILITY IN MEDWAY TO BECOME EMPLOYMENT READY

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Following an introduction to Mencap by their landlord, Land Securities, Vanquis Bank took part in Learning Disabilities Work Experience Week in 2015. There they discovered a gap in Mencap's provision of employment services around Vanquis office locations in Chatham and Bradford. As a result, a three-year partnership was developed, with financial investment from Vanquis to develop employment services for people with learning disabilities in these areas.

In the first year of this partnership:

- 203 beneficiaries have been supported
- 60 people with learning disabilities have developed relevant employment skills
- 10 people with a learning disability found paid employment in Chatham and Bradford



*"I never thought I'd be able to travel on a bus on my own or even think about being in a group but working with Mencap my dream is finally becoming a reality and I'm loving it."*

Mencap beneficiary, Bradford

**VANQUIS  
BANK**



# THE 30<sup>th</sup> LORD MAYOR'S DRAGON AWARDS

## LORD MAYOR'S AWARD 2017

### FINALISTS 2017

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This Award is for businesses that have shown a long-term, sustainable commitment of at least five years to a wide-ranging programme of community engagement in London. The Award recognises social impact that is characterised by outstanding levels of staff involvement at all levels of the organisation, strong evidence of leadership from the top, and a sustainable plan for the future.

## ARSENAL FOOTBALL CLUB FOR ARSENAL IN THE COMMUNITY

Arsenal in the Community (AIC), the community arm of Arsenal Football Club, has engaged over one million participants since it was established in 1985, and has worked with communities across Islington, Hackney and Camden. Using the Arsenal name to inspire individuals of all backgrounds and ages, AIC coaches work with more than 5,000 individuals across 150 venues each week through a range of sport, education, employment, health and social inclusion activities. The Club sits on numerous local boards with Islington Council and other voluntary sector partners, and uses these relationships to inform their work.

The programme has achieved the following:

- For the 2015/16 season, the club worked with 23,921 unique participants
- 1000 young people have progressed through the Arsenal trainee programme since 1985
- Employability initiatives have led to 133 participants moving onto paid employment through referrals from Arsenal, with a further 32 employed directly by the Club
- 400 hours of programme delivery each week



*"I thought Arsenal was just a football club but it goes beyond that. It is not about the team or even helping kids to play football, it helps build people's lives. Before, I was 1/10, now I am 10/10."*

**Beneficiary, Arsenal in the Community**



# UBS

## FOR COMMUNITY AFFAIRS IN HACKNEY AND EAST LONDON (EDUCATION)

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UBS has worked to address socio-economic disadvantage in Hackney for more than 30 years by supporting community initiatives in education and social entrepreneurship. UBS's rigorously-managed partnerships have created, developed and strengthened community organisations and social enterprises, and improved education, helping Hackney become one of London's most improved boroughs.

To date, notable accomplishments include:

- Co-founded influential organisations such as Business in the Community (1982), East London Business Alliance (1989) and Inspire! (2003)
- Established first UK adult-to-pupil mentoring programme (1992)
- Founded the Bridge Academy in Hackney, a new school through the Academies programme – the first for a financial services firm (2003)
- Impactful partnerships with IntoUniversity and Enabling Enterprise

In 2016, 46% of UBS's UK workforce volunteered 19,500 hours benefiting 16,600 beneficiaries.



*“UBS, through its partnership with The Bridge Academy, through its leadership, its staff engagement, and through its 30 + year engagement with Hackney, has played a major part in the transformation of education in the borough.”*

**Anne Canning**  
Group Director of Children, Adults and Community Health  
Hackney Learning Trust







## 2017 APPLICANTS

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### HEART OF THE CITY AWARD

Atrium Underwriters Limited  
Battersea Power Station  
Development Company  
Beck Greener  
Impact Creative Recruitment Ltd

### ACCELERATOR AWARD

Hogan Lovells International LLP  
Lloyds Banking Group  
Oliver Wyman  
UBS

### COMMUNITY PARTNERS AWARD

The Bromley by Bow Centre  
The Brokerage Citylink  
East End Community Foundation  
ELATT  
The Garden Classroom  
Generating Genius  
Greenhouse Sports

Guy's and St Thomas' Charity  
Hatch Enterprise  
ReachOut  
Resurgo Trust  
Social Business Trust  
Speak Street

### INCLUSIVE EMPLOYMENT AWARD

Bank of New York Mellon  
Euromonitor International  
Freeformers Holdings  
Lloyds Bank  
Mayer Brown International LLP  
Multiplex Construction Europe Limited  
SThree PLC  
Transport for London

### INNOVATION AWARD

Bank of America Merrill Lynch and UBS  
Bird and Bird LLP  
Circle of Young Intrapreneurs  
Financial Conduct Authority  
Keytree

### REGIONAL IMPACT AWARD

Bank of New York Mellon  
British Land  
Hammerson PLC  
Hymans Robertson  
Multiplex Construction Ltd  
PwC  
Royal London Group  
Tata Consultancy Services  
Vanquis Bank

### LORD MAYOR'S AWARD

Arsenal FC  
Credit Suisse  
Ford Motor Company  
Financial Conduct Authority  
Hogan Lovells International LLP  
Oliver Wyman  
UBS

# WITH THANKS TO OUR FINAL JUDGING PANEL

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## **The Rt. Hon. The Lord Mayor of London, Alderman Dr Andrew Parmley**

Chair of the Final Judging Panel

Alderman Dr Andrew Parmley was elected Lord Mayor of the City of London on 29th September 2016 and took office as the 689th Lord Mayor on the 11th November 2016.

Andrew was born in Manchester and grew up in Lancashire. He was educated at Blackpool Grammar School, the Royal Academy of Music, at Manchester and London Universities and Jesus College, Cambridge.

Dr Parmley has had a career in the business end of the education sector. He is the City Champion for the Prime Minister's Apprenticeship Delivery Board (which will create three million apprenticeships over the next five years) and is the Principal of Senior School of The Harrodian School in West London. Andrew has interests in educational technology, particularly the creation of Virtual Learning Environments (VLE),

in FinTech and in cybercrime, having spoken at the Cambridge International Symposium on Economic Crime.

Andrew is the London Symphony Orchestra's International Ambassador, a Visiting Professor of the Guildhall School of Music & Drama, and he holds an Honorary Doctorate from Strathclyde University in recognition of his work for the City of London and the financial contribution of the arts. He has served as the Chairman of the City of London School for Girls and the Guildhall School of Music, both leading UK academic institutions.

He was, until recently, the national Chairman of Montessori in the UK, representing some 700 schools. At the Harrodian School, Andrew has been instrumental in developing a multi-million pound business and recently opened two new schools – with a further three planned in the near future. He has worked closely with The Global Education and Leadership Foundation (tGELF), based in Delhi, and the Transcontinental Schools Innovation Alliance (TSIA).

## **Rajesh Agrawal**

Deputy Mayor of London for Business

Rajesh Agrawal is the Deputy Mayor of London for Business. Born in India, Rajesh moved to London in 2001. As an entrepreneur he founded RationalFX in 2005, and Xendpay in 2014, both companies utilising technology to reduce the cost of international money transfer for businesses and individuals.

Rajesh is passionate about promoting entrepreneurship and creating opportunities for young people. He was appointed Chair of Oxfam's Enterprise Development Programme in 2015 and has been a Patron of the Prince's Trust for many years.

## **Tim Campbell MBE**

Founder, Bright Ideas Trust

As a small business owner, founder of his own entrepreneurial social enterprise, Bright Ideas Trust, and the co-author of one of Amazon's Top 10 rated business books 'What's Your Bright Idea? Tim

## WITH THANKS TO OUR FINAL JUDGING PANEL

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has come a long way since coming to the public's attention as the first winner of the BBC TV show The Apprentice. A passionate supporter of talent wherever it may be, he has been an apprenticeship ambassador for government and currently sits on the City of London Education Board. Tim is also Chair of Governors at the OFSTED rated 'outstanding' school he was a pupil at, St Bonaventure's Catholic School in East London. Tim was awarded an MBE for Enterprise in 2012, Tim has been described as 'the human face of business' by one broadsheet newspaper and is often seen as keynote speaker at events or providing comment on topical matters on TV and in the press.

### **Julie Devonshire OBE**

Director, The Entrepreneurs Institute, King's College London

Julie Devonshire is the Director of the Entrepreneurship Institute at King's College London supporting students, alumni and staff to learn entrepreneurial

skills, have entrepreneurial experiences and, perhaps, start a venture of their own. The institute helps to start and scale +30 ventures each year in health, technology, culture and many other areas. Before joining King's College, Julie was the Director of Ventures at UnLtd supporting exceptional, early stage social entrepreneurs across the country to scale and to raise investment. Julie and her team delivered support in partnership with the Big Lottery Fund, the Cabinet Office, Santander, Coutts and many others.

Julie is an award-winning social entrepreneur and business-scaling expert; she scaled One Water, a range of bottled mineral water donating 100% of its profits to build water pumps in Africa. During Julie's time with One Water, the business grew from £0 profits to £8.2 million, donated to build hundreds of water pumps across sub-Saharan Africa. Julie is an ACCA fellow who is passionate about early-stage entrepreneurs.

### **Gerard Grech**

CEO, Tech City UK

Gerard Grech is the CEO of Tech City UK, an organisation focused on accelerating the growth of digital businesses in London and across cities in the UK. He is also a Board member of the Barbican, Europe's largest arts centre based in the City of London.

Gerard has over 15 years' experience in the world of digital media, web, mobile, venture capital and start-up development. His international experience in London, Paris and New York, building digital products and rolling them out across 5 continents, has given him global vision and local expertise, spanning product development, business strategy and venture capital. Before that he was a new media journalist and started his career in the music business.

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### **Sophie Hutcherson**

Managing Director, Deutsche Bank

Sophie is the Chief Operating Officer of Deutsche Bank for the UK & Ireland region and CEO of DB UK Bank Limited. She is a Fellow of the Association of Chartered Certified Accountants and began her career in the City in 1990. During the 1990s, as Head of Financial Regulation at the Securities and Futures Authority, she developed policy to regulate the expanding financial services industry and supervised and investigated some of the largest and smallest investment banks and stockbrokers. Since the turn of the century, Sophie has held senior positions in a number of banks both in the UK, Asia and America with a focus on organisation structure, risk management and regulation. She has spoken at many conferences and taught on the NASD/University of Reading courses.

For 15 years, Sophie has actively sponsored initiatives to develop the careers of women and actively coaches at the corporate and individual level. Sophie

has held positions as a Pension Trustee, is currently a member of a number of company Boards and works closely with the CSR group supporting the Deutsche Bank Charities of the Year: Austica and Hope and Homes for Children.

### **Paul Jardine**

Chief Experience Officer, XL Catlin

Paul was previously Catlin's Chief Operating Officer and has responsibility for XL Group's Communications and Marketing function, Claims and Distribution Strategy. Paul joined Catlin in 2001 with responsibility for the development of new financial products. He was appointed Chief Executive of the Catlin Syndicate in 2003 and Chief Operating Officer of Catlin in 2004. He was also a partner at Coopers and Lybrand, where he was involved almost exclusively with issues dealing with Lloyd's and the London insurance market. He began his career with Prudential Assurance as an actuarial student and subsequently an actuary.

He is a Fellow of the Institute of Actuaries. He was Chairman of the Lloyd's Market Association 2007-2010 and is currently a Member of the Council of Lloyd's and Deputy Chairman of Lloyd's. He is the Chairman of The Sick Children's Trust, a charity that provides homes from homes for families whose children are undergoing treatment at various specialist hospitals around the UK.

### **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 offices in London, New York, San Francisco, Chile, Melbourne

## WITH THANKS TO OUR FINAL JUDGING PANEL

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and Singapore. Amanda has advised many clients from different sectors.

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 of Step up to Serve, the campaign for youth social action, and Chair of the #Will Fund, which supports the campaign, and Vice President of the National Literacy Trust. Amanda is a member of the Board of the IC-CSR at Nottingham University Business School.

### **Sir Martyn Lewis CBE**

Chairman, The Queen's Award for Voluntary Service

During 32 years as a television journalist Martyn anchored every mainstream national news programme on ITV & BBC TV, and now works extensively in the

voluntary sector. His current charity roles include Chairman of the Queen's Award for Voluntary Service, the Commission on the Donor Experience and the DCMS Civil Society Implementation Group. He is President of "Fixers" and United Response, Vice President of Macmillan, Marie Curie and Hospice UK, and Patron of the Patchwork Foundation and Dementia UK. As recent Chairman of NCVO, he chaired an Inquiry into levels of senior executive pay in the voluntary sector. A long-time campaigner for "solutions-focused journalism", he remains Chair of NCVO's "Constructive Voices" project, Patron of Positivenews.org.uk and a Director of IPSO.

Martyn presents a weekly interview programme, "Agenda" on "The Wireless", Age UK's radio station, and regularly chairs conferences, debates and award ceremonies. His new company, YourBigDay, offers unique video "time-capsules" for every date over most of the last century, culled from the Reuters and ITN archives.

Awarded a CBE in 1997 and a knighthood in 2016 for services to the voluntary sector, Sir Martyn is a long-standing judge for the Lord Mayor's Dragon Awards and is now Deputy Chair of the Final Judging Panel.

### **Sir Harvey McGrath**

Chair, Big Society Capital and Heart of the City

Sir Harvey is Chairman of Big Society Capital, and Chair of Governors of Birkbeck College, University of London. He is the former Chairman of Prudential PLC, Man Group PLC, and the London Development Agency, and former Deputy Chair of the Mayor of London's Enterprise Panel. 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.

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Sir Harvey is also Chairman of Heart of the City, which helps companies develop CSR through learning from one another; and a trustee of a number of other charities including New Philanthropy Capital; icould; and the Mayor's Fund for London. He was conferred the honour of Knight Bachelor in Her Majesty The Queen's New Year Honours List 2016 for services to economic growth and public life.

### **Ken Olisa OBE**

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, University of Cambridge. In 1992, after twelve years as a senior executive at Wang Labs in the US and Europe, Ken founded Interregnum, the AIM-listed 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 Deputy Chairman of The Institute of Directors.

Ken is a Freeman of the City of London, Past Master of the Worshipful Company of Information Technologists, President of Thames Reach (for which he received an OBE in 2010), Chairman of Shaw Trust, was an original member of the Independent Parliamentary Standards Authority, and is the Founder and Chairman of the Powerlist Foundation. He is a past Sunday Times Not for Profit Non-Executive Director of the Year, and was named Number 1 in the 2016 Powerlist's most influential British black person rankings. In 2013 Ken and his wife, Julia, endowed the Olisa Library at his alma mater Fitzwilliam College, University of Cambridge. In 2015, The Queen appointed Ken as Her Majesty's Lord-Lieutenant for Greater London.

### **Richard Sumray MBE**

Chair, Hillingdon Hospitals  
NHS Foundation Trust

Richard currently chairs an acute NHS Trust. He recently stood down as Chair of Health Education England, South London. Previously, he chaired 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

## WITH THANKS TO OUR FINAL JUDGING PANEL

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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-five years.

### **Cyrus Todiwala OBE DL**

Chef Patron, Café Spice Namaste Group

Cyrus Todiwala is Chef Patron of three London restaurants, Café Spice Namaste, Mr Todiwala's Kitchen, The Park Cafe in Victoria Park, as well as The River Restaurant at the Acron Waterfront Resort in Baga, Goa. In 2000, Cyrus was awarded an MBE for his contribution to education and training. In 2008, he was appointed Deputy Lieutenant of Greater London and in 2009, 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 and an ambassador of The Clink Charity, Kitchen Social, Sustain, The Rare Breeds Survival Trust and Springboard UK. In 2013, he launched the student chef competition, Zest Quest Asia, to promote Asian cuisine as a career.

Cyrus regularly appears in the media, including BBC Food and Drink, BBC UK Today, BBC's Master Chef and Saturday Kitchen, as well as BBC Radio 4, Radio 5 Live, BBC World Service, and Talk Radio. In summer 2013, he appeared in a BBC 2 primetime cookery series, 'The Incredible Spicemen: Todiwala and Singh'. Named the BBC's Food Personality of the Year in 2014, Cyrus is an avid campaigner for the environment and sustainability. He is a Fellow of The Craft Guild of Chefs, Royal Academy of Culinary Arts, The Institute of Hospitality and the Master Chefs of Great Britain. His fifth book, 'Mr Todiwala's Spice Box' was published in 2016.

### **Ruwan Weerasekera**

Managing Director, Weera Consulting

Ruwan is Chair of Governors of The Bridge Academy in Hackney and a Non-executive director for the London North West Healthcare NHS Trust. He has previously sat 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 as well as the East London Business Alliance.

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 OUR PRELIMINARY JUDGING PANEL

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**Carrie Adams**

*Head of Diversity and Inclusion,  
EY*

**Linda Barnard**

*Community Relations Manager,  
Bank of England*

**Noa Burger**

*Head of Responsible Business,  
City of London Corporation*

**Alice Casey**

*Senior Development Manager,  
Social and Civic Innovation,  
Nesta*

**Davinder Chaggar**

*Programme Director –  
Community Operations  
and Performance,  
East London Business Alliance*

**David Gold**

*Director of Public Affairs and Policy,  
Royal Mail Group*

**Lily Heinemann**

*Head of Corporate Responsibility  
and Community Investment,  
Royal Mail Group*

**Andy Melia**

*Head of Community Investment,  
Business in the Community*

**Kevin McLoughlin**

*Managing Director,  
K&M McLoughlin Decorating Limited*

**Vicky Mirfin**

*Head of Global Corporate  
Social Responsibility,  
Lloyd's of London*

**Dianna Neal**

*Head of Economy,  
Tourism and Culture,  
London Councils*

**Zoe Portlock**

*Director of Services,  
The Bromley by Bow Centre*

**Ciaran Rafferty**

*Principal Grants Officer,  
City Bridge Trust*

**Helen Sanson**

*Director,  
Tower Hamlets Education  
Business Partnership*

**Gabrielle de Wardener**

*Culture and CSR Director EMEA,  
Aimia*

## SPECIAL THANKS

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Thank you to all of our 2017 applicants for their extraordinary contributions to society.

We are also grateful to our previous winners who have joined us tonight to celebrate 30 years of the Lord Mayor's Dragon Awards.

We hope that you will come back next year. Please get in touch to find out how you can get involved via [dragonawards@cityoflondon.gov.uk](mailto:dragonawards@cityoflondon.gov.uk).

A warm thank you to Sir Martyn Lewis, Deputy Chair of the Final Judging Panel and our compère for the Awards.





This publication is available on request in alternative formats from the City of London's Responsible Business and Supporting London team.

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