



THE LORD MAYOR'S 2013  
**DRAGON AWARDS**

Recognising Community Engagement in London



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## THE LORD MAYOR'S 2013 DRAGON AWARDS

### DINNER PROGRAMME

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



## Message from the Lord Mayor

Welcome to the Mansion House for the 26th Lord Mayor's Dragon Awards.

The Dragon Awards were founded in 1987 by one of my predecessors as Lord Mayor, Sir David Rowe-Ham. The purpose was two-fold: to recognise 'best practice' business investment into society; and to inspire greater collaboration between commerce and community.

The 2013 Dragon Award finalists are all excellent examples of productive partnerships between business and community organisations. Participants from the private and third sectors have worked together to devise effective programmes, and measure impact. This 'win-win' model has maximised the benefit to community organisations and business contributors – utilising and sharing individual expertise and experience.



This year, we received 67 applications to the Dragon Awards. Together, this represents a contribution of nearly 1 million hours of volunteering by business employees, which is worth over £17 million to our communities. A quarter of shortlisted candidates are Small and Medium-sized Enterprises (SMEs), who are responsible for some of the most innovating and inspiring projects.

We in the City of London Corporation commend every one of this year's outstanding applicants and are grateful to you all for sharing your stories. You are making a tremendous difference for the good of your own businesses, and our wider society – congratulations on your vision and leadership.

Whether you are being recognised for the first or the 26th time, we hope this evening will enable you to celebrate the very best Corporate Community Involvement, and to share the ideas and initiatives which will improve the health and strength of our society for the future.

Have a wonderful evening.

The Rt Hon The Lord Mayor, Alderman  
Roger Gifford

## The Lord Mayor's Dragon Awards

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

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

The Award winners have been chosen by a judging panel chaired by the Lord Mayor, Roger Gifford. Profiles of the final judging panel can be found on page 45.



THE LORD MAYOR'S 2013  
**DRAGON AWARDS**

## City of London Corporation

The Lord Mayor's Dragon Awards are organised by the City of London Corporation, a uniquely diverse organisation with three main aims –

- to support and promote the City as the world leader in international finance and business services
- to provide high quality local services and policing for those working in, living in and visiting the Square Mile
- to provide valued services to London and the nation as a whole, including its role as one of the most significant arts sponsors in the UK.

The Awards are part of these valued services and just one example of how we support London's communities. This work also includes economic regeneration and skills 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 £15m annually to charitable projects across London.

[www.cityoflondon.gov.uk](http://www.cityoflondon.gov.uk)



## Supporting London's Communities

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



### HEART OF THE CITY

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



### CITY ACTION

City Action is a free skills-based volunteering brokerage service linking City-based businesses and community organisations located in the City and neighbouring boroughs.



### RESPONSIBLE CONSTRUCTION

**The local procurement charter for City developers** works in partnership with the construction sector to maximise procurement from the City and the City fringe boroughs. **The employment charter for construction** supports the construction sector to meet a series of pledges to maximise training and employment opportunities in the Square Mile for residents of the City and the neighbouring boroughs.



### RESPONSIBLE PROCUREMENT

The City Procurement Project gives free advice to City-based businesses and City developers looking to adopt a local purchasing strategy or to learn more about responsible procurement, including social enterprise procurement.



More information and contact details of all these programmes can be found at [www.cityoflondon.gov.uk/business/supporting-local-communities](http://www.cityoflondon.gov.uk/business/supporting-local-communities)



### **EMPLOYABILITY AND LOCAL RECRUITMENT**

'Fringe Benefits' is a free service engaging City firms with recruiting locally from areas of social need surrounding the City. Firms offer entry level roles, internships, work experience and get involved with mentoring and advising local candidates on ways to better their chances in tackling a challenging job market.



### **PARTNERSHIPS WITH THE BARBICAN CENTRE**

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



### **SOCIAL INVESTMENT**

The City of London is helping to build the social investment marketplace. It works with policy makers, professional services and financial institutions to help direct capital into social organisations. It is also an investor itself, having recently created its own £20m Social Investment Fund.



### **CORPORATE SOCIAL RESPONSIBILITY RESEARCH**

The City of London Economic Research programme provides analysis of issues affecting the City, its local communities, its workers and its businesses. This includes insights into the growing social investment market, the City and neighbouring boroughs' small and medium sized enterprises, corporate social responsibility and London's green spaces.



THE LORD MAYOR'S 2013  
**EDUCATION AWARD  
FINALISTS**

## Education Award

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

Examples could include:

- Mentoring
- Learning partnerships
- CV workshops
- Work experience

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

## Ardmore Construction Norton Close Community Garden

“We really appreciate the garden – and it has been a joy to see our young neighbours working so hard. Our thanks must go to Ardmore and Enfield Council for funding this excellent project which has forged valuable links with the school as well as providing such a beautiful garden.”

**Olive Field** and **Joyce Fenn**, Norton Close residents



Starting out as a project to design a green space for the elderly, the Norton Close Garden project progressed to Ardmore developing and delivering construction programmes for 36 students at three local schools and managing 25 participating students to design the new garden.

Ardmore soon noticed the poor relationship between the students of Bishop Stopford School and the elderly in the neighbouring sheltered accommodation. To improve this Ardmore discussed ideas on how to include children in the design of the new garden, and with the help of the local schools, Ardmore put on a design competition for the children to share ideas, which was then judged by Ardmore designers and residents.

Additionally, a careers fair was designed and delivered by Ardmore, for 250 pupils to promote construction and women in construction.



## Investec Bank Plc Arrival Education Success for Life (S4L)

“When I started the programme I still wasn’t in the right mindset to make it work. But after I hit rock bottom I remembered some really inspirational business leaders and entrepreneurs. Through the programme I realised there was another way, without pushing drugs, and that was the path I wanted to follow.”

**Shafik Ali**, student



Investec is a founding partner in Arrival’s four year talent development programme, *Success for Life*, which seeks to develop young people from challenging London communities into the high performers and wealth creators of the future. Investec hosts Arrival programmes, and employees from all divisions interact with the students either through success talks, professional success workshops or one-on-one coaching and development sessions.

The impact on the Investec coaches has been remarkable. Many have reported gaining skills that are invaluable for their work and that in many ways they have learned more than the students. For the students the benefit is clear.

Parents, schools and peers have indicated that students have become more responsible, self-aware, engaged and have played a large role in transforming their school communities. 92% of all students achieved A\*-C in the five core subjects.



## Lloyds Banking Group Lloyds Scholars Programme

“I think the mentor is the best part of the whole LSP. I’ve learned so much; LinkedIn, CVs, and how to stand out are all things I didn’t know. Aunties and uncles are all well and good, but my mentor gives me practical advice you just don’t get from textbooks.”

### Scholar from the programme



Lloyds Scholars is a programme for young people which supports their social mobility, throughout university and into employment.

Partnering with eight leading universities across the UK, including UCL in London, Lloyds Scholars offers young people from lower-income households a combination of financial support, two 10-week paid internships, a dedicated mentor and the opportunity to develop their employability skills through workshops and seminars.

22 London students currently benefit across all partner universities and they are asked to volunteer 100 hours a year in the community to build skills and support local regeneration.

In 2012 100% of eligible Scholars were offered a place on Lloyds’ Graduate Programme.



## White & Case Dress for Success: Breakfast Club

“I found it inspiring to meet a woman who had also taken out time to raise a family and was able to find a job she enjoyed.”

**Anonymous participant**



Since 2011, more than 60 White & Case volunteers have supported Dress for Success, a charity that promotes the economic independence of disadvantaged women and helps support unemployed women return to the workplace.

Through a programme of breakfast presentations and workshops, covering topics such as achieving goals, interview skills and networking, volunteers from the firm helped provide skills-based training, designed to build confidence. Staff from across White & Case – including partners, lawyers, HR and business development staff, receptionists and secretaries – led workshops, demonstrating the appetite for volunteering.

53 women, all of whom had been out of work for at least one year, have attended these workshops and 31 of them have found work or training following the programme.

**WHITE & CASE**





THE LORD MAYOR'S 2013  
**ECONOMIC REGENERATION  
AWARD FINALISTS**

## **Economic Regeneration Award**

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

Examples could include:

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



## **KPMG** **STAR Programme**

In an industry where entry level employees are traditionally recruited as graduates from redbrick universities, KPMG launched the STAR programme in 2010 to diversify entry routes into KPMG professions.

Designed to meet KPMG's Risk Consulting department's ambitious growth targets, each year, STAR offers 20 school-leavers from less privileged local boroughs 11 months of paid work experience. Pre-application workshops are provided and bespoke feedback is given to applicants throughout the recruitment process.

So far, the programme has recruited 60 school-leavers across three intakes, 32 permanent roles have been offered and KPMG engages previous STARs who act as role models to motivate students to aim higher.

"STARs has given me the chance to extend my skill-set and take on challenges I never thought of doing or even knew I could do."

**Zahin Amin**, 2011/12 STAR



## **Pinsent Masons** **Pinsent Masons and Tomorrow's People:** **Working It Out**

“On the course I learnt how to work in a team, how to communicate more clearly and became more confident. The most enjoyable thing was when I went to the interview workshop in Pinsent Masons and got the chance to interview someone. I liked sitting on the other side of the table.”

### **Working It Out participant**



Southwark and Hammersmith focused 'Working It Out' is a 10-week programme run by Tomorrow's People that engages socially excluded young adults to help them overcome personal barriers and build a route into employment, education or training.

Pinsent Masons' main focus is on providing skills-based workshops for each group of Working It Out participants. These include training on covering letters, CV writing and interview techniques.

Pinsent Masons' also provides a mentoring programme for the young people which allows them to discuss employment aspirations, develop action plans and to have a positive role model. It hosts graduation ceremonies for each group, offers a CV checking service and mock interviews and provides financial support for the programme (including acting as a referee for a funding bid which helped secure £1.5m from 2011-2013)

So far, 207 young people have been supported since 2007. 86% of participants said they felt more confident as a result of Working It Out and 75% said they had improved their skills.



## **PURDY** **Purdy Futures**

Purdy, a small business, delivers Purdy Futures which is focused on supporting disadvantaged young people into sustainable careers within the building services sector.

Purdy works with schools to raise awareness of careers in the industry, offering 20 work experience placements per year and recruiting on average 8-10 apprentices per year.

Unlike many competitors, Purdy directly employs their engineers rather than using sub-contracting. Purdy Futures was created by the senior management team as a way to recruit employees of the future that are able to deliver a high quality service to their customers. Over the past five years the programme has supported over 100 work experience placements and recruited over 50 apprentices.

Purdy estimates a saving of around 20% compared to competitors that use sub-contractors and their low staff turnover rate (2-3%) is a testament to the substantial investment in their staff.

“I am the only girl on my course but have the best results. I love working as an electrician and wish more companies offered apprentices for my peers. I had never thought of a career in Building Services until I started here on work experience’

**Nikki**, electrical apprentice



# **PURDY**



THE LORD MAYOR'S 2013  
**SOCIAL INCLUSION  
AWARD FINALISTS**

## Social Inclusion Award

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

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

## Andaz Liverpool Street Hotel Providence Row Catering Trainee Programme

“I love to come to Andaz and do the training because everything is set up in a professional way that gives you the chance to know how the professionals do it. I think this is one of the best places for somebody like me to learn the trade.”

**Henry**, trainee



Small business Andaz Liverpool Street Hotel partners with Providence Row, an east London charity which has been working with London's homeless for over 150 years.

Andaz's relationship with Providence Row developed from simple donations of towels and toiletries beginning in 2009, to financial sponsorship of ten trainees in their catering programme in November 2011 and now encompasses a partnership to build employment skills and training opportunities for homeless people. This involves offering workshops at its hotel kitchens and work placements with a formal recruitment process; providing real world employment experience for trainees.

Involving 30 Andaz employees, 24 trainees have completed the scheme since 2011, with five trainees having moved into paid employment, four into accredited training and six into further volunteering. There has also been a change in perceptions from both staff and beneficiaries. Andaz's staff have increased empathy towards the homeless and trainees view hotel staff in a more welcoming and non-judgemental light.

ANdAZ™ | LIVERPOOL STREET  
LONDON

## ISG ISG – NEET Apprenticeship Scheme

ISG's apprenticeship programme focuses on NEET (not in education, employment or training) young people from one of London's poorest boroughs, Tower Hamlets.

By partnering with local charity City Gateway, ISG offers work placements within departments such as IT, Facilities Management and Sustainability, while the apprentices study for NVQs in areas such as Customer Service, Business Administration and IT.

“Before I was working at ISG I had nothing to do. It's great working for this big company – life changing to be honest. I love everything and everyone, they're just perfect. It's like a big family and I feel very special.”

**Minty**, apprentice



Over the last three years, ISG has offered work placements to 14 apprentices, including one ex-gang member and one homeless girl.

All 14 achieved level 2/3 NVQ qualifications. Currently three of the apprentices work for ISG, ten have progressed into work with other employers and one into further education.



## ZenithOptimedia Castlehaven

“Our partnership has evolved from monthly events to ZenithOptimedia actually supporting us to rebuild our business model, which we are all incredibly excited about.”

**Eleanor Botwright**, CEO Castlehaven



ZenithOptimedia adopted Castlehaven in 2009, that time they have raised over £56,000 and volunteered 450 charity days. They have a committee of 35 people from all levels - from graduate to the Chairman, who organise events throughout the year to which their people sign up to volunteer at. Some examples are tea dances for the elderly, digital training for the youth members, homework club for the school children and activity weeks for the under 5s.

Every year, ZenithOptimedia hold a fundraiser to raise much needed capital for Castlehaven that goes towards making a big ‘difference making’ project happen – such as an adventure holiday for the children, keeping the radio station open and funding for an intergenerational project leader.

In the last year, ZenithOptimedia’s support of Castlehaven has moved to the next level; the UK Chairman is currently offering them monthly consultancy to help create a more sustainable business model.

This year 240 (48%) of their people signed up to volunteer at Castlehaven and 80% say it’s a wonderful way for them to give something back through their work.

**ZenithOptimedia**  
The ROI Agency



THE LORD MAYOR'S 2013  
**COMMUNITY PARTNERS  
AWARD FINALISTS**

## Community Partners Award

Recognising good practice and innovation by community based organisations in working with businesses and in facilitating their involvement in the community.

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

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



## Brightside Partnership with Allen and Overy

“Smarter Futures really opened doors for me. I was unsure what I wanted to do but Smarter Futures really cemented the path I should take and I’ve really built momentum as I’ve gained more experience.”

### Former Smarter Futures participant



Brightside is a charity that helps young people access the education and career pathways they might not have believed were available to them. They connect young people with role models and information that can guide them towards opportunities and careers in which they can make the most of their talents.

Smarter Futures launched in partnership with Allen & Overy in 2010. Smarter Futures allows business mentors from A&O and their clients to give personalised support and guidance to students through an online mentoring platform designed and maintained by Brightside.

Brightside helped train both mentors and mentees, while providing monthly progress reports and technical support for the online mentoring platform. 82% of the mentees said their mentor had helped them make decisions about their future.

**Brightside**

## Castlehaven Partnership with ZenithOptimedia

“It’s made a huge difference. When I joined I had been caring for my husband for some years, getting out and keeping in touch with people was very hard. [...] I spent so long looking after him I didn’t have much time for myself. After he died, I found out about HELPS from a friend. It’s made such a difference. It’s really helped me to get back to being me. I’ve made so many friends [at the tea dances] and reconnected with friends from decades ago.”

### Anonymous beneficiary



Castlehaven Community Association in the heart of Camden Town, delivers services, activities, learning opportunities, support and much more across all ages of the Camden community.

As demand on Castlehaven Community Association’s services began to exceed capacity they began to consider alternative project delivery models. This led to their partnership with ZenithOptimedia.

Over the last 4.5 years, 50+ events and activities have been delivered. Castlehaven has benefited from significant ZenithOptimedia staff voluntary engagement in the delivery of front line services, unrestricted funding which has helped them bridge a funding crisis, advertising space and back office support. Furthermore, ZenithOptimedia’s CEO is working with Castlehaven’s CEO in developing their business planning.

Castlehaven’s dedication to close communication, joint planning sessions and openness to trying out new ideas has led this partnership to be advertised as a best practice example by Camden Council.



## Pilotlight Partnership with RBS, Markets and International Banking

“When you work for a large organisation it is sometimes easy to overlook the needs of the local community. Taking part in the RBS Pilotlight project has not only opened our eyes to the daily battles small local charities face, but it has also given us an opportunity to make a meaningful contribution in addressing these.”

**George Moore**, RBS graduate



Teams of graduates from RBS worked with small charities where the RBS graduates were challenged to create practical solutions to real issues faced by the small charities.

The scheme was devised by Pilotlight, which brings together business leaders with small charities to mentor and coach them.

The tasks included developing a new numeracy app for children who are struggling with maths, a new marketing campaign to attract funders and scoping out the creation of a social enterprise. One of the charities, Reading Quest, said that the graduates had taken them “a huge step” closer to their dream of creating a trading arm.

For the graduates, working with a charity in such a hands-on way brought home the tough challenges small charities face on a daily basis, while giving them skills to take back into the workplace. Pilotlight hopes this unique programme will help lead to a lifetime of philanthropy for these young people.



## Spitalfields Crypt Trust Partnership with Wragge & Co

Good Neighbour has given Wragge the opportunity to raise awareness of homelessness and related issues amongst its employees. SCT makes it easy for Wragge to get involved at different levels and in a variety of ways. This enables employees to choose how to engage and what they'd like to achieve from the relationship on a personal level. As the relationship has flourished, several employees have grown into genuine ambassadors for SCT. This is an affirmation of Good Neighbour's success.

**Lorna Gavin, Head of CSR, Wragge & Co LLP**



Spitalfields Crypt Trust (SCT) strives to equip people with the confidence, skills and knowledge to break the cycle of homelessness, addiction, long-term unemployment and social isolation. SCT and Wragge & Co, a commercial law firm, entered into a partnership - Good Neighbour - reflecting Wragge's priority in homelessness, education and mentoring.

Support from Wragge includes the mentoring of SCT's Development Manager by Wragge's London Managing Partner, helping SCT to develop a business plan, raising SCT's profile with companies in its local area and providing organisational support for SCT's inaugural Community Day.

For Wragge, the Community Day enabled employees to organise a cross team project and to work in partnership with its in-house caterers and spread the importance of Corporate Responsibility down its own supply chain. For SCT, one of the key outcomes has been the opening of its social enterprise café and bookshop, Paper & Cup, which currently employs seven trainees.

As long as SCT is tackling homelessness, Wragge will support SCT.







THE LORD MAYOR'S 2013  
**HEART OF THE CITY  
AWARD FINALISTS**

## Heart of the City Award

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

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

For more information about Heart of the City please visit: [www.theheartofthecity.com](http://www.theheartofthecity.com)

## Financial Services Compensation Scheme

“FSCS have made huge progress in one year in terms of employee engagement and starting long term meaningful community partnerships. Their approach is strategic, linked to both community development and staff development and focuses on measuring impact.”

### ELBA Hackney Programme Director



Financial Services Compensation Scheme launched their CSR programme in 2012 and built a structured programme inclusive of CSR governance, strategy and partnerships with two charity brokers. The CSR objectives link back to the organisation's objectives and values, in terms of making a difference and working together.

47% of FSCS' workforce (85 people) has participated in volunteering activities so far. Activities are a combination of team challenges and education activities such as mock interviews. They have also developed a stronger relationship with Springfield Club for Young People. The FSCS Board is informed of the take-up rate in the monthly scorecard. Engagement levels on their employee survey have risen by 3% on the engagement factor of 'Giving Something Back'.

The funds leveraged amount to approximately £19,000 and have about 100 direct beneficiaries and 3250 indirect beneficiaries. Evaluation from charities reveal FSCS made a positive impact on the services they provide. Evaluation from FSCS employees reveal positive teamwork, opportunity to develop skills and positive feeling from supporting the local community.



## K&M McLoughlin Decorating Ltd

The small business K&M McLoughlin Decorating Ltd has been running an apprenticeship programme for the last 16 years, retaining over 90% of qualified apprentices into the company.

However, identifying that the drop-out rate of K&M's new apprentices was extremely high, K&M designed a five-week pre-apprenticeship 'Introduction to Work' programme to improve employment skills and increase interest in the construction industry amongst young people.

The project is as a three-way partnership between Islington Council, who provided funding, City & Islington College, who provided the formal accreditation, and K&M, who delivered the programme. The Managing Director, Kevin McLoughlin is highly involved by running interview workshops, introduction to the course and exit interviews. Other staff have gained formal tutor qualifications to support the participants as mentors.

"You don't need any qualifications. All you need is a willingness to learn. If you don't want to learn, there is no points coming on the course – but if you do want to make a difference to your life, then it really is worth doing. Now I just don't sit around all day. I've got a job, I'm earning money – I've started to live life – and I am really enjoying it."

**Jack Kelly**, previous student





## Restaurants Associates

“I wouldn’t have pictured myself working in the hospitality industry but I had this job opportunity at Restaurant Associates. 4 months in and I feel comfortable with the team and the clients, I feel free and I’m happy here!”

**Little Ken**, Restaurant Associates



Project RAISE (Restaurant Associates Improving Skills and Employability) began in April 2011. With 85% of their restaurants being based in London City and Canary Wharf, they designed a programme that utilised their core skills to help support local disadvantaged groups.

The programme aims to tackle inequalities such as youth unemployment, obesity and food poverty amongst some of the most deprived London based communities. This is done through work placements, apprenticeship, volunteering, healthy eating workshops held in local schools and charitable donations.

Over the last three years, 133 young or long-term unemployed people have been placed within their restaurants, 270 children and staff from 15 schools benefited from healthy eating tips, and over 4,000 kids and their families enjoyed a festive Christmas lunch thanks to Restaurant Associates.

**Restaurant  
Associates**

“In 20 years of supporting people into work, I’ve never been on a day like this! The constant chattering of the group on the way back clearly demonstrates that they are inspired for bigger and better things.”

**Grenfell Housing and Training Manager**



**SThree**

SThree’s ‘CS3R’ programme has pursued a vision of transforming lives through skills and work, since it began in July 2011.

Within the first two years of setting up the programme, SThree has delivered 25 skills-based volunteering projects for 24 different charities and schools in London, with a focus on supporting young people from various backgrounds into employment.

In this time, 167 SThree employees (24% of the London workforce) have shared their skills with 476 beneficiaries through 11 bespoke employability workshops designed for specific groups, for example. In addition, the company set up four apprenticeships and five work experience placements for unemployed young people, including one disabled young person.

100% of the beneficiaries who took part said that they had increased their skills and confidence as a direct result of participating in the programme.







THE LORD MAYOR'S 2013  
**LORD MAYOR'S AWARD  
FINALISTS**

## **Lord Mayor's Award**

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

## Allen & Overy LLP

Two of Allen & Overy's longest standing community programme themes are access to justice for those who may otherwise be denied it, and employability and education, which supports students from primary school to university age.

Within these areas Allen & Overy has provided management, volunteering and funding support for numerous organisations, for example its long-term partner Bethnal Green Academy (BGA), which was rated the most improved school in London in 2011. A&O also runs its own flagship programme to broaden access to the legal profession: the Smart Start Experience.

A&O has a strategic partnership with Toynbee Hall, helping it to generate profits that fund its Free Legal Advice Centre, and has worked with South West London Law Centres for over 20 years, providing volunteer lawyers who have advised over 11,000 legal aid clients to date. A&O also helped to establish the London Legal Support Trust, which provides funding for the legal aid sector across London.

"[Smart Start] ...has allowed me to increase my confidence, skills and ambitions. Without A&O I wouldn't have been able to achieve this. Definitely the greatest experience of my life."

**Student,** Smart Start 2012



**ALLEN & OVERY**

## Lakehouse

Corporate responsibility initiatives are a key part of Lakehouse's business strategy and are directed by their Chief Executive Officer and senior management team.

Lakehouse's achievements include the creation of a social enterprise which trains and then employs apprentices, who work towards a multi-trade qualification, and a training and employment initiative called Lakehouse Legacy.

The latter project has resulted in an average intake of 60 apprentices per year and the completion of 481 NVQ's over the past five years. Last year they made an investment of nearly £350,000 in community projects, which they believe has strongly contributed to the quintuple growth of their business since 2007.

"It is fantastic to be working in such a great team. At my age, I thought it was impossible to secure work again but St Mungo and Lakehouse have helped me turn my life around."

**Junior**, Lakehouse employee, who was previously homeless for 9 years



## Lloyd's of London

"Aim2Attain has given me the skills and confidence needed for higher education. It has also increased my independence which is significant for the next stage of my life, after leaving sixth form. It has also enabled me to consider all my options thoroughly before making the life changing decision of whether to go university or not."

**Anonymous**, student from Aim2Attain



Lloyd's Community Programme (LCP) was set up in 1989, making it one of the longest-running City-based community programmes. The programme's aim remains to improve the educational attainment and life chances of young people.

Reaching into half of Tower Hamlets' schools, Lloyd's focuses on supporting students with literacy/numeracy, raising aspirations and employability. 20% volunteer growth last year meant that 3,000 young people from 45 Tower Hamlet schools were supported. 80% of the Lloyd's-supported Aim2Attain cohort at Cambridge Heath Sixth Form has achieved a place at university this autumn with 40% of those at Russell Group universities.

To improve local employment and support for local start-ups, Lloyd's set up the Lloyd's Loan Fund for small businesses in the 1980s, signed up to the London Living Wage and provide paid internships for local students. A 2013 survey of the interns showed that 91% were very interested or would now consider a career in insurance as a result of their internships compared to only 13% who said they felt familiar with insurance when surveyed before their internship.

**LLOYD'S**

## 2013 Applicants

### Education Award

**Ardmore Construction Limited**

Norton Close Community Garden

**BSkyB**

Sky Skills Studios

**Freshfields Bruckhaus Deringer LLP**

The Freshfields work experience programme

**Hogan Lovells International LLP**

Debate It!

**Investec Bank Plc**

Arrival Education Success for Life (S4L)

**Lloyds Banking Group**

Lloyds Scholars Programme

**National Grid**

London Power Tunnels - Energy  
Education Centre

**Old Mutual plc**

Young Enterprise Partnership

**Osborne Clarke**

Osborne Clarke and Future First

**Positive Speaking**

Hongbing Iris Cai

**Rothschild**

Rothschild in the Community

**SAGE Publications Ltd**

Hackney Partner Schools Project

**White & Case LLP**

Dress for Success: Breakfast Clubs

### Social Inclusion Award

**Allen & Overy LLP**

Artbeat (inspiring young people and  
building communities through art)

**Andaz Liverpool Street Hotel**

Providence Row Catering Trainee Programme

**CMS Cameron McKenna LLP**

London Development Project

**Dentons**

Poplaw Legal Advice Clinic

**Freshfields Bruckhaus Deringer LLP**

Tackling youth homelessness

**ISG**

ISG Apprenticeship Scheme

**Lloyds Banking Group**

Money for Life

**Reynolds Porter Chamberlain (RPC)**

Streets of Growth

**Simmons & Simmons**

Young Talent Programme

**ZenithOptimedia**

Castlehaven



## Economic Regeneration Award

### **Crossrail**

Programme of initiatives

### **IBM**

Charity Skills MasterClasses

### **IMS Data Distribution**

Helping people to find jobs

### **Investec Bank Plc**

Bromley By Bow Centre: Beyond Business

### **KPMG**

Economic Regeneration

### **Land Securities**

Pre-Employment Into Construction Training

### **Laing O'Rourke**

The Leadenhall Building

### **Morgan Stanley**

Project MOST

### **Pinsent Masons LLP**

Pinsent Masons and Tomorrow's People:

Working It Out

### **Purdy**

Purdy Futures

### **The Hyde Group**

Employment and Enterprise

## Heart of the City Award

### **BAM Construction**

Baringa Partners LLP

Devonshires Solicitors

Financial Services Compensation Scheme

K&M McLoughlin Decorating Ltd

Morningstar

Northern Trust

Restaurant Associates

RBS

Sagicor at Lloyd's

SThree

## Lord Mayor's Award

**Allen & Overy LLP**  
**Broadgate**  
**Hogan Lovells**  
**Lakehouse**

**Lloyd's**  
**netnotime**  
**State Street Corporation**

## Community Partners Award

### **BBI UK ( Basic Business Initiative UK)**

In partnership with GLE London

### **Brightside**

In partnership with Allen & Overy

### **Building Lives CIC**

In partnership with 3 out of many: Mulalley,  
Mansell & Lakehouse

### **Business in the Community - arc**

In partnership with BP plc

### **CareTrade Charitable Trust**

In partnership with Guy's and St Thomas'  
NHS Trust

### **Castlehaven Community Association**

In partnership with Zenith Optimedia

### **Diversity Role Models**

In partnership with Olswang LLP

### **East Potential (part of the East Thames Group)**

In partnership with Trowers & Hamlins LLP

### **Envision**

In partnership with John Laing plc

### **NCT, Harrow Branch**

In partnership with North Harrow Methodist Church

### **Pilotlight**

In partnership with Royal Bank of  
Scotland, Markets and International Banking

### **Rich Mix Cultural Foudnation**

In partnership with State Street

### **Spitalfields Crypt Trust (SCT)**

In partnership with Wragge & Co LLP

### **St Hilda's East Community Centre**

In partnership with DLA Piper UK LLP

### **St John's Hospice**

In partnership with Hymans Robertson

## The Final Judging Panel

### Alderman Roger Gifford

The Lord Mayor of the City of London

The Lord Mayor is the head of the City of London. His main role is supporting and promoting all UK-based financial and business services, both in the UK and overseas. The Lord Mayor also supports the City's local government services, and its services for wider London – such as Epping Forest and the Barbican arts centre. At the heart of the City of London's ethos is a sense of responsibility for others – which stretches back to the work of early Lord Mayors such as Dick Whittington, who gave considerable sums of money to hospitals, libraries and other public works.

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

Alderman Roger Gifford was born in St Andrews, Scotland and educated at Sedbergh and Trinity College, Oxford, reading chemistry.

He joined S.G. Warburg & Co in the 70s working in international banking and capital markets, and in 1982 he left to join SEB (Skandinaviska Enskilda Bank). For six years he headed the bank's operations in Japan and is now Head of SEB London. His business interests have centred on raising finance for companies in the London capital markets. He has maintained strong contacts with Japan and with Scandinavia, with which he has been working for the last 30 years, particularly in Sweden and Finland. In his civic career he served Alderman of the Ward of Cordwainer since 2004.

His personal interests, including music and education, are reflected in some of the themes of his Mayoralty, not least through the principal beneficiary of his Appeal, a new charity, the City Music Foundation, which will support young musicians at the start of their careers, through mentoring, marketing advice and performance opportunities.

### 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. Martins which provides a range of services to homeless people and those who at risk in central London.

She is also associated with two other charities, as president of the Townswomen's Guild, and a charitable trust, as a 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 to businesses 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 lectured and spoken at conferences in Europe, the Middle East, South Africa, Australia and US.

Amanda remains active in the voluntary sector as Chair of the National Literacy Trust and of The Baring Foundation. She has just completed an independent review for the government on youth social action. Amanda is a member of the Board of the IC-CSR at Nottingham University Business School.

**Martyn Lewis Esq CBE**

Chair, YouthNet

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 & BBC, and, after a decade in business, now works extensively in the voluntary sector. He is the Founder and Chairman of YouthNet, the award-winning charity which, since 1995, has been providing a comprehensive internet site helping 16-25 year-olds – [www.thesite.org](http://www.thesite.org). YouthNet also created the UK's national volunteering database – [www.do-it.org.uk](http://www.do-it.org.uk) - listing and regularly updating over a million volunteering opportunities available across the UK. Other current charitable involvement includes Chairman of the National Council for Voluntary Organisations, Chairman of The Queen's Award for Voluntary Service, Chairman & Co-Founder of Families Of The Fallen (raising extra funds for the families of servicemen & women killed in recent conflicts), President of United Response (helping people with learning disabilities) ; and Vice-President of Macmillan Cancer Support, Marie Curie Cancer Care and Help the Hospices. A long-standing Dragon judge, he is now permanent Deputy Chair of the Awards.

**Harvey McGrath**

Co-Chair, London Enterprise Partnership

Harvey is Co-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 Corporate Social Responsibility 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; the Royal Anniversary Trust which operates the Queen's Anniversary Prizes for Higher and Further Education; Children and Families Across Borders (CFAB); icould, an online careers resource; and the Mayor's Fund for London.

**Ken Olisa OBE**

Chair, Restoration Partners

Ken is an IT businessman and philanthropist with a 40 year career at IBM, Wang and Interregnum. A Past Master of the Information Technologists' Livery Company, he is known in the Square Mile as an outspoken proponent of good corporate governance. He Chairs governance advisors, Independent Audit, and coined - "More Soviet than City" – to describe his experiences as a director of ENRC. A diversity pioneer, he became the first British born black FTSE100 NED when he joined (Thomson) Reuters in 2004.

Committed to public service, his causes include the professionalisation of IT and of company direction as a Board member of BCS, the Chartered Institute for IT and of the IoD. He helped end the MPs' expenses scandal as an inaugural member of the IPSA. He chairs the Powerlist Foundation – motto: "sharing success with tomorrow's leaders" – and London homeless charity, Thames Reach, for which he was awarded his OBE in 2010. He is an 1869 Benefactor Fellow of Fitzwilliam College, Cambridge, home to the newly completed Olisa Library.

**Richard Sumray MBE**

Chair, London 2012 Forum

Richard currently chairs Health Education South London 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 Circus Space and Alcohol Concern and is treasurer of International Broadcasting Trust. He is a visiting professor at the university of East London and 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 Cafe Spice Namaste Group which includes, apart from the eponymous restaurant, Mr Todiwala's Kitchen 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 & Afghanistan. In 2013 he launched the Asian Junior Chefs Challenge 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**

Senior Consultant, 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, UBS

Ruwan is a Managing Director of UBS in London and has had a long career in financial services in both consulting and Investment Banking, most recently as the Chief Operating Officer for Securities.

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.

Ruwan has extensive experience of Securities processing and has worked in London, Zurich, Singapore and New York and has considerable experience in business development, new product development as well as process, technology and behavioural change in complex environments. Ruwan sits on the Community Affairs Committee for UBS, the Board of the East London Business Alliance and Chairs the Hackney Forum for ELBA.

**Preliminary Judging Panel****Heather Barker**

Corporate Social Responsibility Consultant

**Linda Barnard**

Community Affairs Manager, Bank of England

**Vicky Clark**

London 2012 Employment and Skills Legacy Manager, Greater London Authority

**Jenny Field**

Principle Grants Officer, City Bridge Trust

**Patsy Francis**

Director of Community Affairs and CSR, UBS

**Carolyn Housman**

Director, Heart of the City

**Sophie Hulm**

Corporate Responsibility Manager, City of London

**Nina Kowalksa**

Corporate Social Responsibility Consultant

**Jon Lloyd**

Head of London Benchmarking Group, Corporate Citizenship

**Louise Muller**

Programme Director, Hackney, East London Business Alliance

**Poorvi Patel**

London Operations Director, Business in the Community

**Helen Sanson**

Director, Tower Hamlets Education Business Partnership

## With thanks



**Martyn Lewis**

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



**Federation of Small Businesses**  
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