



THE LORD MAYOR'S 25th
DRAGON AWARDS

Recognising Community Engagement in London



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THE LORD MAYOR'S 25th 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, David Wootton
- 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 Silver Jubilee celebration dinner of The Lord Mayor's Dragon Awards.

The Dragon Awards were founded in 1987 by one of my predecessors, the then Lord Mayor, Sir David Rowe-Ham. The purpose was two-fold: to showcase excellent partnerships between businesses and their communities, and to encourage other companies to make priceless investments in our civil society.

Over the past 25 years, there have been considerable developments in the working relationship between London's business and third sectors. Research commissioned by the Awards indicates that companies and community organisations now work together in a much more structured, strategic and sustainable way. The 2012 Dragon Award Finalists are examples of 'best practice' – establishing and managing projects in close collaboration between business and community, setting joint objectives, and measuring outcomes. This allows both the business and the community organisation to utilise, and benefit from, each other's skills, expertise and experience. These Dragon Award winners are making a vital contribution to our communities.

This year, we received 67 applications to the Dragon Awards. 20% were Small and Medium-sized Enterprises (SMEs) who, in contrast to their size, are making an enormous difference through innovative and effective projects. Over the next 25 years, I hope to see businesses of all sizes, sectors and settings become involved in their communities. Tonight's event is a forum to share experiences, make new contacts and find new ways to build strong partnerships between business and the community – for the benefit of both.

I commend every one of this year's outstanding applicants, and am grateful to you for sharing your inspiring, informative stories. Your 'win' is the health and prosperity of your communities, and your businesses within them – congratulations to you all.

David Wootton

The Rt Hon The Lord Mayor, Alderman David Wootton

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

"I've been unemployed and homeless so I know how important it is to have qualifications and training behind you. Lakehouse's Building Lives Academy has given me knowledge of the construction industry and skills so I can work and support myself. While training with Lakehouse, I even helped build my new home which I'll be moving into this month, which is an amazing feeling."

David Anyan, student at Lakehouse's Building Lives Academy. Winner of the 2011 Economic Regeneration Award

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, David Wootton. Profiles of the final judging panel can be found on page 45.



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 a 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



THE LORD MAYOR'S 25th
DRAGON AWARDS

Supporting London's Communities

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

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



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.



LOCAL PROCUREMENT CHARTER FOR CITY DEVELOPERS

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



THE CITY PROCUREMENT PROJECT

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



EMPLOYABILITY AND LOCAL RECRUITMENT

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



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 Social Investment Fund.



THE EMPLOYMENT CHARTER FOR CONSTRUCTION

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



THE LORD MAYOR'S 2012
**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.

Coca-Cola Enterprises Education Centres

"Our students had a fantastic time and it [the Real Business Challenge] has opened their eyes and increased their aspirations in so many ways. I am convinced that this experience will go on to inspire not only the six students who participated, but will also have a knock-on effect on the whole school in encouraging students to put themselves forward and get involved in events, challenges and enrichment activities."

Richard Starkie, Director of Houses, Four Dwellings High School



Coca-Cola Enterprises' Education Programme is built around five factory-based education centres, two of which are in London, where qualified teachers host tailored educational visits. Typically a visit to one of the centres will involve a presentation and activity as well as a factory tour and opportunity to meet employees involved in the operations and manufacturing side of the business.

The programme includes a national enterprise competition, the 'Real Business Challenge', which aims to give students enterprise skills.

By aligning the Challenge to the BTEC Workskills qualification, it is so much more than a careers information session. Winning their regional challenge in 2011, Preston Manor School saw their recycling campaign displayed as a 48-sheet billboard near their school, positively impacting both the students and their local community.

In 2011, the London Education Centres hosted 8,410 students across 322 visits and The Real Business Challenge reached 1,700 students across 62 London schools.

Coca-Cola Enterprises Ltd

Hogan Lovells Debate It!

Debate It! is a schools debating club staffed by Hogan Lovells and corporate client volunteers which takes place weekly in four local primary schools and two secondary schools. The programme has been running for three years, utilising the communications skills of over 148 volunteers to help 225 pupils.

The aim of the club is to improve the reading and writing skills of the pupils, as well as their confidence and knowledge of current affairs. The programme includes an educational trip to the Houses of Parliament and the programme culminates in an end of year debating competition held at Hogan Lovells.

This year Hogan Lovells also sponsored 12 pupils to go to Washington to take part in a female leadership programme, upon invitation from Michelle Obama. Whilst in Washington the pupils met Barak Obama and David Cameron and were offered the opportunity to practise their debating skills with American pupils.



"I've realised that debating can be fun, it's also useful for helping you speak your opinions and sometimes for getting your own way!"

Pupil, Hugh Myddleton Primary School



Pearson Booktime

Booktime, run by the learning company Pearson and the charity the Booktrust, is a free books programme benefitting every reception-aged child in England, providing a free book pack containing two books for every child aged 4-5 years. Last year, 1,929 London schools received 109,000 book packs. With these books, Booktime aims to encourage families to have fun reading together.

Over 100 Pearson employees are involved in design, development and delivery. Editorial and design teams at Pearson work closely with Booktrust, lending their expertise to book pack and resource design, as well as book selection and author relationship management. Participating authors give their time and waive their royalties. A further 200 Pearson volunteers read one-to-one with children identified as struggling readers over a 10-week period. Encouragingly, Booktime research in 2011 showed that parents of 4-5 year olds read on average for 1 hour 26 minutes a week with their children. This is up 10% on 2009 levels.

Across its six year life, Booktime has benefitted over 500,000 London children.

PEARSON

"...it's a friendly present, a welcoming gift. Often our parents are so concerned about school and so defensive, because they didn't like school, it totally relaxes them. Anything that helps with those relationships, breaks down those barriers, it is a positive."

Teacher, Booktime evaluation 2010-11



UBS
Bridge Academy
Work-Related Learning

“The Bridge Academy is a brilliant example of business working with their local community to make a difference and create something really special for their area.”

Andrew Wilson, Director of Corporate Citizenship



UBS has partnered the Bridge Academy Hackney since its inception in 2003. A mixed, non-denominational, secondary state school, the Bridge welcomed its first 187 students in September 2007.

The Work-Related Learning programme is designed to maximize career-development opportunities, improve access to work-related training, teach students skills for life, help students to make more informed choices about their subjects and careers, encourage enterprise and raise students' aspirations. It comprises workplace visits, work experience, mentoring, workshops, career assemblies, and advice and engagement with parents.

UBS volunteers deliver the majority of the programme to the 900 students with support from organisations which are funded by UBS including The Brokerage, Hackney's Education Business Partnership (Inspire!) and IntoUniversity. So far in 2012, 33 Year 10 students have been provided with structured two-week placements. 9 places were also offered at UBS partner organisations. 100% of the pupils reported that they better understand the skills employers look for and the personal qualities employers think are important. UBS also provided £655,108 between 2003-2011 and supports with fundraising appeals.





THE LORD MAYOR'S 2012
**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

Clyde & Co LLP Clyde & Community Art Project

The Clyde & Community Art Project encourages emerging talent by introducing final year art undergraduates to the corporate sector and showcasing their work. Undergraduates are invited to submit a proposal for a highly visible 18-metre wall. In addition, a selection of works from degree shows are displayed in the office for one year. The selected students receive a cash prize, pro bono legal advice (reviewing studio leases, gallery contracts) and business mentoring by staff volunteers. Each summer, the firm facilitates an auction sale of the current works.

"The project gave me confidence in the fact that people were actually interested in my work, and also opening my eyes to a completely different niche in the market that was never really discussed in college"

Art Project Student Participant



The Project aims to ease the transition from art school to the commercial art world – a stepping stone to a professional career. Feedback from the students and the art schools is extremely positive. Students gain confidence in their work, business awareness, career focus and an awareness of corporates as prospective purchasers.

For the inaugural year, 2011-2012, 34 students from 3 art schools were selected, 40 staff volunteered, 28 of whom acted as mentors to the students.

CLYDE&CO

KPMG Risk Consulting STAR Programme

KPMG

In an industry where entry level employees are traditionally recruited as graduates from redbrick universities, the KPMG Risk Consulting STARs programme attempts to diversify routes to entry into professional services. KPMG sees widening access at entry level, to build future leaders, as key to providing a quality service to increasingly diverse clients.

The programme offers 20 school-leavers, from less privileged London boroughs, 11 months paid work experience. The STAR programme aims to up-skill high quality individuals for a long term career with KPMG. Out of the 20 STARs recruited in 2011/2012, ten secured positions on Risk Consulting's Apprenticeship Scheme, 2 secured other permanent positions within KPMG, six are going to university and two have opted to pursue other careers. In all cases their STAR experience has helped them to raise and reach their aspirations.

The programme has now expanded to respond to employability issues in local communities, including pre-application workshops and 'Train-the-Trainer' sessions to help 30 teachers inspire and up-skill potential applicants.



"The STAR program had a really big impact on my home life, as I was able to show my family that I am able to move forward in life and do well. It also has shown my younger siblings that it is possible to work for big companies and has given them more dreams and aspirations."

Rahal Miah, STAR Participant



MITIE Real Apprentice

MITIE

The Real Apprentice is an employability mentoring programme for unemployed people from all backgrounds, devised and run by MITIE since 2005. Since 2010, MITIE has partnered JobCentrePlus nationally enabling greater diversity and inclusion. Participants learn the technical aspects of a role and also long-term employability skills such as time keeping, attendance and team work. Each participant has a buddy to ensure they are nurtured on-site and there is an overall coordinator to mentor outside of office hours.

MITIE has worked in partnership with organisations such as Veterans Aid, Crisis, Working for Wellness, Action for Blind and Centrepont to be able to provide holistic support to the apprentices.

Some site mentors were previously Real Apprentices, like Deepa Patel, Team Leader at a client global law firm who mentored Elesha Johnson on the latest Real Apprentice.

Out of the 198 who have completed the Real Apprentice since 2005, 148 have been offered employment.

"The quality and ability of the real apprentices shocked me. I was expecting people who didn't want to work and I got three young professionals who exceeded my expectations. If anyone is in two minds on taking a real apprentice, then don't be. The apprentice will not only deliver value to you and your operation, but you will learn more about yourself, your abilities and your team on the way."

David Mander, Account Manager, MITIE



Mulalley & Co Phoenix Incentivised Apprenticeship Scheme

"I really enjoyed my apprenticeship. It was a great opportunity to help me into a career whilst earning and learning - and we were given help and support all the way along. It is so difficult to get jobs nowadays, but I have a trade and skills that I will keep forever. I am now employed permanently with Mulalley and I feel lucky to have been given this fantastic chance."

Michelle, Apprentice



Essex based construction contractor Mulalley created sustainable employment opportunities for the people of Lewisham - beyond their contractual obligations - in partnership with Phoenix Community Housing Trust.

In 2009, Mulalley took on five young apprentices who went on to be trained as painter decorators, during a two-year programme. At the end of the programme four apprentices secured full time employment as painter decorators with Mulalley. The fifth gained administration employment in a related industry as a direct result of their skills acquired.

Mulalley also created a position for a supervisor and local man Rob Powell was employed. Rob learned his trade as an apprentice and acts as a mentor as well as supervisor, using his own personal experience to give advice and support.

The scheme has built on this success with four more apprentices being recruited in 2012, who have now begun their journey to a sustainable career and future.





THE LORD MAYOR'S 2012
**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

Freshfields Bruckhaus Deringer LLP Ready for Work at Freshfields

“Freshfields continue to be a key supporter of ‘Ready for Work’. In London, Freshfields provide valuable work placements for homeless clients and they are constantly refining the programme, most recently for example with the development of the ex-offender unspent convictions policy.”

Darren Coulby, Work Inclusion Manager, Business in the Community



The Ready for Work programme forms part of Business in the Community's Business Action on Homelessness campaign. The programme equips homeless people with the skills to gain and sustain employment, achieve independent living and break the cycle of homelessness. Freshfields provide work placements, tailored to complement each participant's needs and a mentor for support, guidance and positive encouragement. Since 2001, they have hosted 205 placements, a large proportion of whom have gone on to gain employment, 19 of those at Freshfields. In the last year Freshfields have introduced a policy that allows them to consider participation from ex-offenders with unspent convictions, opening up the opportunities the programme provides to an even wider group.

Feedback demonstrates that 100% of 2011 participants agreed they had greater motivation, improved chance of future employment and improved communication skills.

The results of these new skills have proven invaluable. Out of the 19 placements hosted in 2011, 95% completed their placement, 32% had their placement extended and 32% have already gone on to gain employment.



Freshfields Bruckhaus Deringer

Olswang LLP The Olswang Art Award

Created in collaboration with Olswang's community partner, Haverstock School, the Art Award is an educational and artistic project utilising Olswang's position as a media law firm to provide students from a disadvantaged background with access to the art and legal world.

Launched in 2011, the Award invites submissions from Haverstock School's art students, with the results judged by art industry professionals and exhibited in Olswang's London office. The pieces are then auctioned, with proceeds going to local charity Coram and Haverstock's Art Department.

Through a unique collaboration of business, art and community organisations, involving staff and clients, the Award provides a multifaceted experience: students meet art professionals, visit Olswang to learn about Intellectual Property law and presentation skills and visit Coram to learn about social issues in our community. In 2012, 15 students participated in the Award and feedback shows that 90% learnt new skills, 100% now understand more about how to sell their work and 90% said the Award helped with their schoolwork.

OLSWANG

"Not only has the Olswang Art Award provided our students with an unparalleled opportunity to showcase their creativity in a prestigious environment, but it has enriched their business skills, increased their confidence and raised their aspirations."

Sunshine Coward, Head of Art, Haverstock School



Lloyd's Lloyd's Community Programme Sporting Chances

Sporting Chances began in 2005 and focuses on encouraging primary school children from Tower Hamlets to get involved in playing sport. As the area has an above-average rate of child obesity and a high rate of child poverty, the programme targets both boys and girls of all abilities to take part.

Since 2005, Lloyd's Community Programme has provided 5,000 opportunities for children to take part in competitive tournaments and try new sports and is proud to partner with Tower Hamlets Youth Sport Foundation. Driven by a belief that all children should have access to a range of sports, not just for the health benefits but also the psychological assistance that competitive sport can offer, the programme provides financial and volunteering support – allowing their staff to pass on their passion for sport.

Sporting Chances is just one aspect of Lloyd's Community Programme, which in the past six years alone, has provided over 70,000 hours of volunteer support worth over £2million and in the last ten years has donated £1m to East London community partners.

"The impact of Lloyd's Community Programme's support is clear; it puts bats in children's hands, sports shirts on their backs and gives them opportunities to compete, while their volunteers provide fantastic coaching, officiating and events support."

Chris Willetts, Tower Hamlets Youth Sport Foundation Manager



LLOYD'S COMMUNITY PROGRAMME

Reed Smith LLP
Create/U-Turn

Create/U-Turn is a project aimed at improving the lives of vulnerable and socially excluded women in East London and enabling them to build their confidence and self esteem, learn new skills and become integrated into the wider community. The project, which started in 2010, is run in partnership with Create, a creative arts charity, and the U-Turn Project, a small shelter which works with vulnerable and hard to reach women.

The project consists of a series of weekly creative courses, including jewellery making, art, creative writing, photography, drama and music, preceded by a shared lunch. Participants work with Create's professional artists and Reed Smith volunteers who, due to the vulnerability of the participants, are all female.

Reed Smith wanted to work with this project as they knew that a long term partnership would have a significant impact on the participating women. All the 15 participants of the 2011/12 project, agreed that the project helped them to develop their creativity and teamwork, enhanced their communication skills and learnt other new skills and ideas. Reed Smith will build on this success with a new round of the programme, starting this autumn.



"I'm proud I took part because I've never taken part in anything and I'm quite shocked that I've done it."

Create/U-Turn Participant





THE LORD MAYOR'S 2012
**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

Body & Soul Partnership with Red Door Communications

“When Body & Soul first asked me about speaking in public I was torn. On the one hand I really wanted to tell my experiences of HIV to raise awareness and educate others but the hate and fear I have faced throughout my life made it hard to say yes. RDC were incredibly supportive and through their guidance I have grown in confidence. I never thought I would talk publically about HIV but on World Aids Day I did it. RDC’s media training has opened up so many new opportunities for me, I have delivered talks in schools, shared my story to inspire a short film and today I feel much more able to cope with my health and HIV.”

Beneficiary of Body & Soul



Body & Soul provides support for children, young people and families affected by HIV in the UK. Having never had the resources to implement a communications department, in 2008 Body & Soul started partnering with Red Door Communications (RDC) to lead the charity’s communications strategy. RDC have helped Body & Soul promote the campaign ‘Life in My Shoes’ which challenges the fear and misunderstanding that surrounds HIV. RDC trained staff at the charity to help raise the media profile and delivered a series of media training sessions for young people aged between 16-24 living with or closely affected by HIV.

Since the pairing began, ten young people have reported increased communications skills and confidence through taking part in media training. As a result, three have spoken publicly at City Hall, four are starring in films, four have been interviewed for press articles and one is taking part in a Channel 4 documentary. Furthermore, the ‘Life In My Shoes’ campaign has achieved increased press exposure: in 2011 the campaign reached over 12 million people through print, online, television and radio press.

BODY & SOUL.
life, love & hiv

Guy Fox History Project Partnership with UBS AG

Guy Fox History Project is an educational charity that delivers arts and heritage projects which empower and inspire children to learn about the world around them. Guy Fox is a cartoon fox who believes you can learn anything you want to!

With a mutually beneficial partnership in mind, Guy Fox and UBS have been working together to create educational activities for children. UBS has supported Guy Fox with funding, volunteering and business support to deliver a wealth of educational workshops in which children create books for other children. In return Guy Fox provides creative input into UBS's Community Affairs strategy, recruitment and learning programmes, creating unique, skills enhancing activities.

The partnership has impacted the community in many ways. 460 children have gained knowledge, skills, motivation and confidence. The educational resources created in these workshops have been distributed to 65,000 children. Guy Fox's distribution network for free educational resources has doubled, and schools have measured an increase in pupil attendance on days when Guy Fox workshops take place.



"Guy Fox History Project has consistently demonstrated tremendous foresight and creative ability in delivering projects which engage, skill and uplift young children and adults alike. We have gained a great deal from this partnership on an individual employee, organisational and institutional level and are delighted to have had the opportunity to contribute to their community success and impact."

Nick Wright, Managing Director, Head of Community Affairs EMEA
UBS AG



New Horizon Youth Centre Partnership with Buzzacott Chartered Accountants

"Our Partnership with New Horizons has benefited us in so many ways. New Horizons is an ideal fit for our own donation strategy. Their drive to make a difference to disadvantaged young people matches our own desire to develop and enhance the lives of young Londoners. They have enthusiastically welcomed our employees into their activities to allow us to develop our skills and fulfil our employees desire to give back to the community. Where we have employed their clients they have provided support and encouragement throughout."

David Fardell, Partner, Buzzacott LLP



New Horizon Youth Centre is a day centre for homeless and vulnerable 16-21 year olds. It works with Buzzacott Chartered Accountants to address the barriers that prevent homeless and vulnerable young people engaging with learning while developing their employment skills and securing employment. New Horizon has supported Buzzacott in recruiting, motivating and preparing 46 volunteers and offering them a wide range of volunteering opportunities.

In the last 12 months, the volunteers have worked with 162 of the most disadvantaged and marginalised young people. The volunteers helped to develop work placements, ran a CV drop-in session, sponsored young people's work wear and assisted in fundraising.

Whilst working according to a clear strategy, New Horizon has supported Buzzacott in recruiting, motivating and preparing volunteers. Their partnership model has been so successful that it's now being rolled out with other corporate supporters.



New Horizon
Youth Centre

St Hilda's East Community Centre Partnership with DLA Piper UK LLP

St.Hilda's has enjoyed a longstanding partnership with DLA Piper since 2004 when the firm set up a pro bono Legal Advice Service together with the community centre. 20 volunteer staff are involved in giving advice on topics ranging from welfare rights to debt. The firm also provides capacity building support.

In addition, DLA Piper staff also deliver weekly Computer Club sessions used by people over 60. Feedback from people using the Computer Club has shown a remarkable impact – elderly, often housebound, individuals gain confidence and skills to keep in contact with family relatives and each other.

Having developed an overarching partnership agreement and robust communication channels, St.Hilda's plays a key role in the induction of new volunteers to the service at its community centre premises. In addition to operational assistance, St.Hilda's also recognises and supports the contribution of DLA Piper staff for example through 'appreciation' events. The successful relationship has now expanded to include fundraising, developing business plans for the organisation's Food Co-op and mentoring individual staff.

The success of the partnership has provided a model that has been replicated and shared at St Hilda's by other corporate companies.



St Hilda's East Community Centre

"DLA Piper has been proudly working with St Hilda's East Community Centre for 9 years and we regard St Hilda's as providing the real foundations to our CR programme. The work that St Hilda's does on a daily basis has such community impact and our work with them is to support that. A long time ago we stopped thinking of them as a community organisation but as our community partners!"

Heidi Newbigging, UK Pro Bono Manager at DLA Piper





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

Andaz Liverpool Street Hotel

"I love cooking and on my placement at Andaz Hotel I was working in a professional kitchen. It was a great opportunity - I learned so much from the professional chefs about cooking and preparing food."

Majdop Sadiq, Catering Trainee



Andaz Hotel supports a catering trainee programme based at Providence Row, a charity which helps London's homeless. Andaz staff lead workshops for homeless trainees in the areas of catering, healthy eating and hospitality skills. Upon completion, trainees can receive accredited qualifications and basic employability training. Any underlying reasons that trigger homelessness amongst the trainees, in areas of catering, are also sought to be addressed as part of the programme, through specialist support (e.g. for bereavement or alcohol dependency).

Work experience training is also provided, initially within Providence Row's kitchen that serves breakfast to homeless people and now also within Andaz's own hotel kitchen. Since the programme started in April 2011, 32 trainees have benefited from the programme, eight of whom have progressed into paid employment and six are now in further training. As well as helping these individuals, Andaz staff fundraised £1,545 which paid for 3,000 breakfasts and supported 12 trainees through the workshops. They also involved suppliers and partners to raise £7,500 by holding a quiz night.

Colt Colt started their community programme in 2009, focusing on three main areas: charity fundraising, volunteering and addressing unemployment by providing employability workshops to students in East London.

Colt decided to support the children's mentoring charity Friendship Works with fundraising and professional assistance in the areas of IT, marketing and business strategy. They raised £47,000 which employed a full-time case worker, who screens, recruits and trains 35 volunteers for one-to-one child mentoring. 85% of mentored children report improved self-confidence and 70% are better at managing emotions.

Focusing on the employability area, 36 volunteers worked with 18 primary children, helping each of them achieve the two level improvement expected of their age group. Furthermore, 15 graduates and postgraduates attended employability workshops, of whom two were offered paid six-month internships, while another three participants gained employment during or shortly after the programme. 100% of the participants said they found the workshops effective or very effective.



“Colt’s incredible support for Friendship Works has been invaluable on a number of levels. It has been both inspiring and a real pleasure to see the enormous efforts that Colt employees have gone to in order to raise funds. In addition to fundraising, Colt have been instrumental in supporting us with specialist skills that have strengthened our operational structure. Our new network server, for example, was donated by Colt and has made a huge difference to the organisation.”

Niels Bryan-Low, Head of Fundraising, Friendship Works



Reynolds Porter Chamberlain (RPC)

RPC launched its community programme in 2009, firstly supporting the Anthony Nolan Trust – a blood cancer charity – and latterly Mencap, a charity that helps give a voice to those with learning disabilities. Whilst RPC had always donated money to charities, they decided to formalise their approach, bringing it into line with their business strategy, generating greater impact on all their stakeholders: the charities, the firm, the community and individual staff.

People from across the business supported the two charities through fundraising, sponsorship and pro bono legal and lobbying work, amongst other activities. Through their work with Mencap, RPC also provided work experience and employment for an individual with a learning disability.

Together staff raised over £90,000 for the two charities, 33% over their target. Not only that, but by raising awareness of the Anthony Nolan Trust, RPC added 40 donors to the bone marrow transplant register; and their pro bono work on Mencap’s Hate Crime Campaign contributed to significant parliamentary reform. Staff awareness levels of learning disabilities also rose drastically.

“I’ve met new people, learnt new skills and found everyone helpful and polite. I feel far more confident now.”

Jamie Bolt, work-experience student.



Sapphire Systems

In 2010 Sapphire Systems set out to create a community programme that utilised the skills and passion of their staff. With 50% of staff volunteering across all projects, they set up a relationship with a local primary school to put on a four week Apprentice project for 30 Year 6 students, with the aim to raise the aspirations of disadvantaged children.

The project included a visit to their offices, volunteers delivering workshops on entrepreneurship and business skills, and mentors working with the students to create their own businesses. This culminated in a presentation of the businesses to the Managing Director and a winner was chosen. Sapphire Systems offered to help the children run their six companies and they will replicate the programme with a new group of children every year.

Sapphire Systems also have regular readers who go into the school to read with children with learning difficulties. The volunteers' efforts certainly paid off: the reception teacher reports that he thinks this was the first year he was able to send the whole class up to year one with the requisite reading skills.

sapphire
software • services • solutions

"I had so much fun doing the project, it felt like I was really in The Apprentice. The experience made me realise that someday I want to be a business woman."

Kiara, pupil, St Joseph's Primary School, Southwark





THE LORD MAYOR'S
**25th ANNIVERSARY AWARD
FINALISTS**

Lord Mayor's 25th Anniversary 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.

8build Giving Back

8build, a construction business with 70 employees, was founded in 2005 with the vision of developing an open, honest and ethical corporate culture. Since 8build's inception they have understood their commitment to the community as being one of their key responsibilities.

"For the past three years, 8build has consistently hosted our young people through work experience placements and such opportunities remain invaluable. We have seen great impact, successfully helping us to raise aspirations and levels of achievement through the time and commitment that 8build invest into each placement."

Gloria Dada, former Programme Officer, Inspire!

The company's Giving Back scheme has created and supported activities to support education, economic regeneration and social inclusion. Over the past six and a half years, 8build have helped 113 charities in London, eight students have taken part in placements for up to six months and 80 students have participated in career workshops. As well as raising aspirations, 8build have also donated over £42,000 to charities and engaged in pro-bono support, not-for-profit construction projects and worked with the homeless.



Lloyd's Lloyd's Community Programme

Lloyd's Community Programme (LCP) has improved the lives of people in East London for the last 23 years. It mobilises the combined skills and resources of over 70 companies in the Lloyd's insurance market to tackle four key areas of disadvantage: literacy and numeracy, employability, regeneration and access to sport. Through their long-running Reading and Number and employability schemes, LCP reaches over a third of Tower Hamlets primary and secondary schools.

In 2011, in response to budget cuts and to support with raising aspirations, Lloyd's started the Aim2Attain initiative, which aims to widen participation in higher-education among young people from Tower Hamlets, where only 20% of Year 13 students currently continue to university. Beneficiaries' feedback has been excellent, with 87% feeling more prepared to make educational choices. Lloyd's also supports students with mentoring and university bursaries. To further aid economic regeneration, Lloyd's Loan Fund has, over 25 years, enabled 238 new local businesses to setup and funded start-up training reaching 2,000 entrepreneurs.

In the past six years alone, LCP volunteers provided over 70,000 hours of support worth over £2 million and in the last ten years £1 million has been donated to East London community partners.



"Lloyd's has been instrumental in identifying new opportunities for corporate support... Lloyd's shows how private sector effort raises achievement and aspiration to help transform communities."

Mike Tyler, Director, Education Business Partnership



UBS 25 Years of UBS in Hackney

For over 25 years, UBS has consistently addressed economic and social deprivation in the London Borough of Hackney. Success is achieved by strategic focus, long-term commitment and by focussed projects that are replicable.

By supporting initiatives such as the Bridge Academy to industry-wide initiatives such as East London Business Alliance, the community has benefitted from improvements to their aspirations, employability skills and academic performance. UBS has supported the roll-out of IntoUniversity that has enabled 70% of the 1,121 students they reach to progress to Higher Education. Continuing on the education theme, UBS has been part of the borough's strategy to support underperforming pupils – with long-term initiatives like reading in schools, through their partnership with the National Literacy Trust to roll out their family reading programme. UBS also drive economic regeneration by supporting 48 new business start-ups through their partner HBV.

Over 1,900 UBS employees from all levels volunteered last year, providing over 16,000 hours of support. Since 2005, UBS has directed over £12m of support, (financial, in-kind and employee volunteering) into Hackney. This supported a total of 5,047 individuals.

"The social and economic issues that UBS seeks to address are complex and systemic. In response, the company has created a strong network of complementary support agencies and partners which are working together in a way which creates synergies and delivers additional benefits. It appears that the whole of this collective activity is greater than the sum of its individual parts."

Andrew Wilson, Director, Corporate Citizenship, February 2012



2012 Applicants

Education Award

Allen & Overy LLP

Artbeat

BNY Mellon

Pathways Programme

Bouygues UK (Ltd)

Business Language Champions

Coca-Cola Enterprises

Education Centres

Freshfields Bruckhaus Deringer LLP

The Freshfields Haggerston partnership

Herbert Smith

Networked Scholarship Scheme

Hogan Lovells

Debate It

Pearson

Booktime

Positive Speaking

China Club of London Business School

UBS

Bridge Academy Work-Related Learning

Economic Regeneration Award

Clyde & Co LLP

Clyde & Community Art Project

CMS Cameron McKenna LLP

Hackney Business Ventures

Community Food Enterprise Limited

Improving Food Access in East London

Higgins Construction plc

Stockwell Park Local Jobs for Local People

IMS Data Distribution

Individual Sights and Job Promotion

Investec

Bromley by Bow Centre: Beyond Business, Pollen and Money Balance

KPMG

KPMG Risk Consulting STAR Programme

Lloyd's

East London Small Business Centre/Lloyd's Community Programme 25-year partnership

MITIE

Real Apprentice

Mulalley & Co Ltd

Phoenix Incentivised Apprenticeship Scheme

The Small Business Consultancy CIC

The Small Business Consultancy CIC

Social Inclusion Award

Andaz Liverpool Street Hotel

Catering Trainee Programme

Ardmore Construction Limited

Norton Close Community Garden

Buzzacott LLP

Buzzacott's firmwide volunteering programme

Carillion Building

Time to Shine

City & Guilds

London Youth

Freshfields Bruckhaus Deringer LLP

Ready for Work at Freshfields

Investec

Investec and Arrival Education

Laing O'Rourke

The Leadenhall Building

Olswang LLP

The Olswang Art Award

Lovell Partnerships Ltd (London Region)

Street Sports

Nabarro LLP

Nabarro Pro Bono Unit

Netnotime

Netnotime Public Portal

Lloyd's

Lloyd's Community Programme:

Sporting Chances

Reed Smith LLP

Create/U-Turn

SNR Denton UK LLP

Poplaw Legal Advice Clinic

The Table Café

Putting Down Roots

Heart of the City Award

Bennett Gould & Partners

BlackRock

Clyde & Co LLP

Colt

Creating Xtra Options

Crossrail

ISG

Reynolds Porter Chamberlain (RPC)

Sagicor at Lloyd's

Sapphire Systems

Simply Business

The Mermaid Conference & Events Centre

Lord Mayor's 25th Anniversary Award

8build

Giving Back

Hogan Lovells

The London Pro Bono and Citizenship Programme

IBM UK

IBM - Making the world work better

Body & Soul

In partnership with Red Door Communications

Construction Youth Trust

In partnership with Land Securities

Envision

In partnership with EDF Energy

Globe Academy Primary

In partnership with Lovell Partnerships Ltd

Guy Fox History Project Limited

In partnership with UBS AG

Magic Me

In partnership with Allen & Overy LLP

Manor House Development Trust

In partnership with Lakehouse Contracts Ltd

New Horizon Youth Centre

In partnership with Buzzacott Chartered Accountants

Lloyd's

Lloyd's Community Programme

Thames Water

Community Involvement in Newham

UBS

25 Years of UBS in Hackney

Providence Row

In partnership with Reed Smith

Rich Mix Cultural Foundation

In partnership with Broadgate and British Land

School Governors' One-Stop Shop

In partnership with BP

St Hilda's East Community Centre ('St.Hilda's')

In partnership with DLA Piper UK LLP

The Final Judging Panel

Alderman David Wootton

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 Wootton was educated at Bradford Grammar School, and at Jesus College, Cambridge, reading Classics and Law. In 1979 David became a Partner at Allen & Overy. Having a strong interest in the governance of

the City of London, David stood for election to Common Council and was elected as member for the Ward of Farringdon Within in 2002. In 2005 he was elected Alderman for the Ward of Langbourn. In 2009 David was elected Sheriff of the City of London.

David has made time throughout his career to devote to charitable and community activities in promotion of education and sport. His Lord Mayor's Appeal is 'Fit for the Future', which aims to benefit ordinary people who are ill or suffer injury and need top-class and immediate medical attention or who need open spaces and open-air sporting facilities to take more exercise and enjoy more healthy lives. The five charities involved are: Barts and The London Charity, Fields in Trust, Futures for Kids, London Youth Rowing and The Rowing Foundation.

Sir Gerald Acher CBE LVO

Chair, Heart of the City

Sir Gerald took over as Chairman of Heart of the City in 2006 under the late Lord George's presidency. He is Deputy Chairman of The Camelot Group - the National Lottery Operator and chairs its external panel on corporate responsibility. He is a non-executive director of the Imperial College NHS Healthcare Trust.

Sir Gerald is President of Young Epilepsy. He is Vice Chairman of Motability and until recently was chairman of the Royal Society of Arts (RSA), he also chairs the London Climate Change Partnership and is a Trustee of the KPMG Foundation.

He was a member of the Board of KPMG and the Senior Partner of its London office until the end of 2001. He was knighted for his services to charity in the 2012 New Years Honours.

Community Partners Award

Amanda Jordan OBE

Co-Chair, Corporate Citizenship

Amanda is a founding Director of Corporate Citizenship. She began her career working in the NGO movement and then moved to join NatWest as Director of Community Investment. She later took on a new role as Director of CSR, one of the first of the FTSE 100 companies to have such a position. In 1997, whilst at NatWest, she became an advisor to the UK government on the development of CSR, helping to get business engaged in the debate around a voluntary approach to business practice.

In 2000 she set up her own consultancy Corporate Citizenship which has offices in London and New York. She remains active in the voluntary sector as Chair of the National Literacy Trust and of the Baring Foundation. She is a member of the Board of the International Centre for CSR based in Nottingham University Business School amongst other similar bodies.

Amanda was awarded the OBE in the Queen's Birthday Honours in 2000.

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. YouthNet also created the UK's national volunteering database – 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 London 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, a director of Gateway to London, the inward investment agency for the Thames Gateway and Chairman of the East London Business Alliance, a partnership of substantial businesses engaged in the social and economic regeneration of East London.

Harvey is also a trustee of a number of charities including New Philanthropy Capital; the Royal Anniversary Trust which operates the Queen's Anniversary Prizes for Higher and Further Education; CFAB; and The Prince's Teaching Institute, which promotes subject based professional development for teachers. He is also an active supporter of the integrated education movement in Northern Ireland.

Lady Diana Brittan DBE

Chair, Independent Age

Diana Brittan held a number of public appointments between 1984 and 2004. Between 1999 and 2004 she chaired the community fund, a national lottery distributor to good causes, now part of the Big Lottery Fund.

Diana currently chairs Independent Age which assists older people and the Connection at St. Martins, which provides a range of services to those who are homeless or at risk of homelessness in central London. Having been a magistrate in the City of London for over 25 years, she retired in 2010.

Mr Richard Sumray MBE

Chair, London 2012 Forum

Richard has chaired the London 2012 Forum throughout the formal bid process and then for LOCOG until now. He was heavily involved in the bid for the Olympic and Paralympic Games for London having started the work on it almost twenty five years ago. He has been Chair of NHS Haringey and the Chair of the London Specialised Commissioning Group and was a member of The Metropolitan Police Authority. As a Magistrate, he has chaired both a Family Proceedings Court and a Youth Court for the last twenty years.

In the Third Sector, Richard is currently Chair of Circus Space and Alcohol Concern, Treasurer of International Broadcasting Trust and a Director of London Youth Games and has been on the Boards of a number of other voluntary organisations in a variety of roles.

Cyrus Todiwala OBE DL

Proprietor and Executive Chef, Café Namasté Group

Cyrus Todiwala is the Chef Patron of Cafe Spice Namaste and Mr Todiwala's Kitchen, two of London's most highly praised Pan-Indian restaurants.

Originally from Mumbai, since arriving in the UK in 1991 with his business partner Pervin Todiwala and their two sons, Cyrus has channelled his rich Parsee heritage to 'lift Indian cuisine' in the UK. In 2012, he prepared the very first Diamond Jubilee luncheon for HM The Queen in Walthamstow Town Hall and was recipient of a Special Award from the Craft Guild of Chefs. An MBE for championing education and training in the ethnic food sector was followed by an OBE in 2010 for his contribution to hospitality and catering. Cyrus is a Trustee of Learning for Life, a charity dedicated to improving educational opportunities for young people in the Sub-continent and President of Time & Talents, one of the oldest and consistently thriving community services in Rotherhite. He is a Deputy Lieutenant of Greater London.

Catherine Usher

Head of UK Real Estate, DLA Piper UK LLP

As a real estate lawyer of more than 35 years' experience, Catherine has handled a wide range of real estate transactions. This includes negotiating complex funding and development agreements for institutions, developers and property companies, high-speed, high-volume property transactions, e.g. acquisition and disposal of portfolios of shopping centres, industrial parks, offices and let residential properties.

Catherine was for a decade (to 2011) the London Office Managing Partner and from 2011 to 2012 Head of UK Real Estate Group. She was the Chairman of John Wainwright & Co 2008 to 2011.

Catherine is a member of the CBI London Regional Council and on the advisory board of Heart of the City.

John Phizackerley

Chief Executive Officer, Nomura

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

Mr Phizackerley is on the board of directors of the Nomura Charitable Trust. He is a member of the INSEAD UK Advisory Council. He is also a Non-Executive Director of Marex Group Ltd.

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

Deputy Chief Grants Officer, City Bridge Trust

Patsy Francis

Director of Community Affairs and CSR, UBS

Carolyn Housman

Director, Heart of the City

Sophie Hulm

Corporate Responsibility Manager, City of London

Nina Kowalksa

Corporate Social Responsibility Consultant

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

Mike Tyler

Director, Tower Hamlets Education Business Partnership

With thanks



Martyn Lewis



Federation of Small Businesses
The UK's Leading Business Organisation



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

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