

AGENDA ITEM 3

POLICY, FINANCE AND ADMINISTRATION COMMITTEE

3 AUGUST 2011

REPORT OF HR AND COMMUNICATIONS MANAGER

CORPORATE SOCIAL RESPONSIBILITY

1.0 PURPOSE OF REPORT

- 1.1 To advise on the work of the Pera Foundation and agree the next steps for implementing a commitment to Corporate Social Responsibility through volunteering and local opportunities.

2.0 RECOMMENDATIONS

2.1 It is recommended that:

- a) Staff are allowed time off with pay, in line with the leave policy to support projects facilitated by the Pera Foundation.**
- b) Relevant community based projects benefitting from volunteer support are put forward to the Pera Foundation for consideration.**
- c) Staff use volunteering for projects meeting the authorities Corporate Social Responsibility as opportunities for development of skills and experience.**

3.0 KEY ISSUES

- 3.1 Staff are currently permitted to request time off with pay to volunteer for schemes approved by MT. Currently the Right to Read Scheme and mentoring and enterprise days run by LEBC (Leicestershire Education Business Company) are allowed. Over the past couple a years a few ad hoc requests have been made and approved by MT.
- 3.2 Currently there are no staff volunteering for Right to Read and the recent requests to support LEBC activities have not extended to local schools.
- 3.3 The Pera Foundation is currently working closely with local schools, college and the Learning Hub to run targeted activities with the support of volunteers.
- 3.4 Pera Foundation was set up in 2008 to encourage enterprise and entrepreneurship in young people (14 to 30 years of age) They do this by sharing business experience and expertise and giving grants and business support to young entrepreneurs. They are the first organisation in the East Midlands to receive the Investing in Volunteers for Employers accreditation. (similar to IIP). The aims of the Foundation are:
- To use our skills and talents to encourage youth enterprise

- To inspire entrepreneurship
- To offer experiences and learning that can transform lives

Recent activities the Foundations has supported includes:

- Supporting the NCFE Exploring Enterprise Capabilities Certificate at the Learning Hub – learning includes writing business plans, forecasting cash flow, and other essential business skills
 - Facilitating mentors through the Prince's Trust
 - Providing mentors to STEMNET (The Science, Technology, Engineering and Mathematics)
 - Support for G04Set a 10 week environmentally-themed project where students identifies the benefits of re-cycling and way to turn ideas into a sustainable business.
 - Sponsor Excellence in Enterprise
 - Running the Say Yes Challenge – working to think up new business ideas to a local social problem
 - Providing relevant programs for local schools to support classroom learning ie crime-scene investigation
 - Working with MBC to support the final part of the Employment Skills certificate through the Learning Hub.
- 3.5 The Pera Foundation are working with local schools and business's to develop programs that meet the local needs. To date they have worked with Melton Building Society, Brooksby Melton College and Mars. They have already worked with the Learning Hub to produce a Meltoncentric employment skills model which has the potential to be utilised as part of the enhancement of skills with the Sainburys development in partnership with Adult Learning.
- 3.6 Pera have committed a budget to the project which includes 2 full time staff to manage and administrate the projects. A meeting with the Foundation shows they would welcome the opportunity for MBC to put forward suggestions of projects that could be developed and would be able to support the recruitment of volunteers across the organisations for such projects.
- 3.7 MBC have already worked with the Pera Foundation on the SAYES project and together on the employment skill qualification at the Learning Hub.
- 3.8 A commitment will help formalise these arrangements allowing the authority to meet its Corporate Social Responsibility (CSR). CSR can be defined as the requirement for an organisation to behave ethically and contribute to the economic development while improving the workforce as well as the local community and about businesses giving back to the community. This will allow for positive PR, support for the local community and for staff to develop skills and experience through mentoring and volunteering. Skills gained through volunteering will include partnership working, communication, leadership, planning and team working however these are not exhaustive.

4.0 POLICY AND CORPORATE IMPLICATIONS

- 4.1 The policy already exists for allowing time off for staff to volunteer for certain projects subject to Management Team approval. Volunteering for projects supported and run by the Pera Foundation would become an approved project for the purpose of allow a reasonable amount of paid time off for staff.
- 4.2 Approval of time off for staff to participate in such projects will be subject agreement from the line manager and service demands.
- 4.3 The benefits of volunteering will be acknowledged for the purpose of staff development and team building as part of the Staff Performance and Development process.
- 4.4 Encouraging and supporting such projects assist the authority in fulfilling their corporate priorities around community safety, people and places.

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

- 5.1 There are no financial costs for joining with the Pera Foundation in this scheme.
- 5.2 Time spent on volunteering opportunities will be monitored to ensure there is no detrimental impact on service delivery.
- 5.3 The main point of contact and facilitation of projects will be the HR and Communications Manager and resource for staff development. No additional resources will be required.

6.0 LEGAL IMPLICATIONS/POWERS

- 6.1 There are no legal implications as a result of implementing these actions.

7.0 COMMUNITY SAFETY

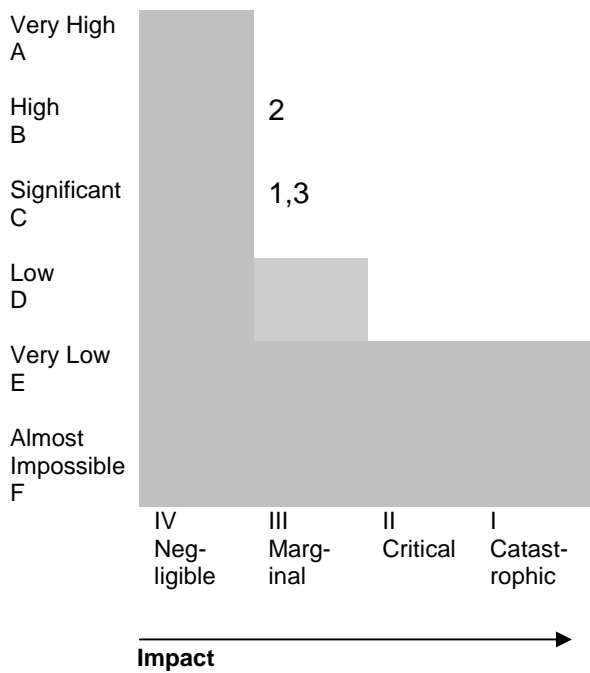
- 7.1 The projects supported by the Pera Foundation aim to increase employment by developing skills and offering experiences to young people in the community. The Leicestershire County Council report Reducing Adult Reoffending details how most offences are committed by those who are socially excluded including those with financial problems and unemployed. It is therefore considered that the projects facilitated through the Pera Foundation have a beneficial impact on community safety.

8.0 EQUALITIES

- 8.1 Opportunities will be offered to all staff regardless of status. There are no other Equalities implications.

9.0 **RISKS**

9.1 **Probability**



Risk No.	Description
1	Increasing cost of staff development
2	Support for Community Projects
3	Development of young people

10.0 **CLIMATE CHANGE**

10.1 There are no implications

11.0 **CONSULTATION**

11.1 Management Team have been consulted and have contributed to the report.

12.0 **WARDS AFFECTED**

12.1 All wards will be affected.

Contact Officer: Sarah-Jane O'Connor.
Date: 25.06.2011

Appendices : None

Background Papers:

Reference : X:Cttee Council & Sub Cttees\PFA/2011 12/Special 030811

