



# Community Works Programme

Quarter 4, 13/14



Employee volunteers at one of Challenge:ELBA's Just Turn Up Days, at the Barkantine Estate community garden

Welcome to ELBA's Community Works Q4 report featuring highlights of what we have been delivering over the last three months of the 2013/14 financial year.

During 2013/14 ELBA worked with over 12,500 employee volunteers from across our corporate partners. This represents circa £1.9m of leverage as employees volunteered their time in local community investment focused activities with 27,500 local people directly benefiting.

As we look forward to the next 12 months the team is focused on developing the range and type of volunteering opportunities in response to the changing demands of our community and corporate partners alike. We are excited to be working on proposals to introduce micro-volunteering and have refreshed the board-builders programme,

which has received excellent feedback from the initial sessions which we delivered at J.P. Morgan and Moody's. We have also engaged with employee networks across our member companies to promote volunteering opportunities aligned to key interest areas.

On behalf of ELBA I would like to thank all of our corporate members, individual volunteers and community organisations that we have worked with over the past 12 months. Each day, when I read through our twitter feed, I am immensely proud of the work that is taking place to build and strengthen the fantastic communities in which we operate. We look forward to working with you over the next 12 months and showcasing the impact of employee volunteering.

**Michelle Dawson**  
Deputy Chief Executive

## Community Wide

**Having a significant impact on the strength of community organisations** is one of the primary reasons given by volunteers who sign up to join boards or management committees. The synergy of corporate and community expertise is a powerful mix. We are seeing an increase in our corporate partners requesting us to deliver our Board Builders programme and match their volunteers with community organisations. Our latest opportunity is at St Joseph's Hospice, Hackney, which is hoping to strengthen their board with representation from the

### HSBC supporting charities through technology.

Having a web presence is important for companies and community organisations alike. Setpoint London East - an educational charity inspiring school children about science, technology, engineering and mathematics (STEM) – realised this and reached out to ELBA for support with its own website.

Steven Hindley, web developer at HSBC, eagerly took on the challenge and, during the past quarter, he has been developing the charity's website.

With a fresh pair of eyes and a wealth of experience in coding, Steven has been an asset to the organisation and has even levered support from colleague Heather

**Financial Ombudsman Service volunteer drop-in session.** ELBA recently held a drop-in session at Financial Ombudsman Service as part of its Diversity and Inclusion Week, meeting a number of potential staff volunteers interested in mentoring young people and introducing them to various volunteering opportunities.

Financial Ombudsman staff are encouraged to give back to the community and ELBA fielded plenty of questions on the day about opportunities including mentoring, befriending, CV skills and team challenges.

Over 50 members of staff left their details and, since the drop-in session, ELBA has placed eight volunteers on Age UK's befriending scheme, as well as placing a

**Innovation in communicating volunteering opportunities.** ELBA is delighted to have met with Royal London (formerly Royal London Asset Management)'s communications team to address a challenge faced by many of our companies; how best to cascade ELBA's most pressing volunteering opportunities to employees. Working with Royal London, we conducted research amongst the company's employees to discover what would work best for them. It was decided that our 'Hot Opps' will continue to be distributed monthly, whilst an individual 'opportunity of the week' will be sent out every Monday as part of an all-staff email. We hope this will result in a big lift in the numbers of volunteers coming

corporate world. The hospice is seeking someone with business skills as well as knowledge of east London's diverse communities and a passion for the work of the hospice.

If you are a volunteer interested in this opportunity or other opportunities to join a board, a community partner with board opportunities or a company wanting to run a Board Builders programme, email [alison.white@elba-l.org.uk](mailto:alison.white@elba-l.org.uk).

Quinn, Digital Designer, who has been supporting him with the design of the site.

Steven commented, "Working on this project has let me put into practice a lot of things I've learned, but not had the chance to use in my work. I'm really enjoying the experience!"

A mock-up of the website presented to trustees at the AGM was very well received. It was agreed that it will help the organisation engage more schools in their STEM work. Sigrid Werner: "Setpoint needed a professional looking, better functioning website and through ELBA we've found the support we needed."

further 10 on a mentoring scheme with young people from the Renaissance Foundation.

Additionally, Challenge:ELBA are working with several teams to organise group challenges for the summer.



Young people at the Renaissance Foundation

forward to fill the most urgent opportunities in the community.

If you think there is room for improvement in the way we promote volunteering opportunities to your staff, we would be keen to work with you and your internal communications team to review the current format and explore ways to improve this. Whether it's a weekly team email, volunteer fairs or something completely new that you'd like to try, improving our communication methods could not only help you reach and exceed your volunteering targets, but will also mean that you are able to help many more community organisations. Email [info@elba-l.org.uk](mailto:info@elba-l.org.uk).

**Accenture Business Class** is a flagship programme of Accenture's employee volunteer activity in the UK and Ireland. The programme offers skills building sessions to community organisations free of charge. It has been developed to give community based organisations access to Accenture's professional volunteers' skills and expertise. ELBA works with Accenture to promote the programme to community organisations in east London.

During Q4 Accenture volunteers delivered training to develop project management, business planning and Excel skills. Staff from the catering team at Hackney

**International Women's Day, World Book Day and Valentine's Day themed team volunteering.** During Q4 a number of international celebrations took place, encouraging groups of volunteers to engage in themed activity supporting these causes.

In February employees from RSA supported the Newham Foodbank, spending the day buying and creating Valentine's Day themed food packs for local people in need of emergency food supplies.

In March ELBA facilitated a number of events to mark International Women's Day; female students from Queen Mary University attended a confidence building workshop at Catlin, State Street's Professional Woman's Network visited the Jagonari Women's Centre to talk about women in senior leadership, business ownership and financial independence, and KPMG and HSBC women volunteers visited Little

## Challenge:ELBA

**Challenge:ELBA deliver successful Just Turn Up Days!** Q4 was a busy period for the Challenge:ELBA team who delivered 34 team challenges, involving around 400 volunteers from 19 different companies.

The team delivered two Just Turn Up Days (JTUD). JTUDs provide one-off, last minute and low-commitment volunteering opportunities for employees from ELBA's member companies, free of charge, to work together on team challenges.

In February volunteers from Financial Ombudsman Service, Standard Chartered and Aon supported Tower Hamlets Park Rangers in the Weavers Field's Woodland Walk Area to build picnic areas, distribute wood chips, create pathways and prune hedges. Despite the rainy weather, the team worked hard to enhance the borough's unique woodland area which is enjoyed by local schools for wildlife lessons.

The second JTUD was at the One Housing Group, where volunteers from Thomson Reuters, Bank of America Merrill Lynch, Société Générale, Gateway Housing and HSBC spent the day building a

based community organisation Shoreditch Trust took part in the project management session. Whilst the team from Waltham Forest based Blackhorse Workshop took part in a business planning session. Blackhorse Workshop is a new community space for making, mending and learning. In the spirit of the public library, the workshop will lend resources such as wood and metal working equipment, offer space for assembly and construction and will be a social space open to all. The business planning training helped to equip the Blackhorse Workshop team with essential skills to develop their services.

lford School to deliver assemblies, talking about their experiences and the women who've inspired them. Also in March, World Book Day saw volunteers from the Lloyd's Apprenticeship Programme join the celebrations at North Beckton primary school, dressing up as characters and reading extracts from their favourite childhood books to pupils.



Queen Mary University students and Catlin volunteers

greenhouse, filling planters and decking the gardens at the Barkantine Estate community garden. The previously neglected piece of land has been transformed into a growing garden and will allow residents to grow fruit and vegetables, as well as share their produce and cook with their neighbours. The launch of the garden aims to strengthen community engagement and introduce a sense of pride to the community.



JTUD volunteers at the Barkantine Estate community garden

## Embedded Projects

In 2002 ELBA developed the embedded project model to focus on specific geographical areas within the boroughs in which we operate. ELBA member companies provide funding and work in partnership with a dedicated project manager who is responsible for identifying community needs and developing employee volunteering activities that will address these. ELBA currently runs four embedded projects.

St Paul's Way supports the socio-economic regeneration of the St Pauls area in Tower Hamlets. The project started in 2011 and is funded by Catlin.

Beyond Boundary is based in and around the Boundary Estate in Bethnal Green. Principally funded by The Nomura Charitable Trust and Tower Hamlets Homes, the project targets young people and the community organisations supporting them. Project Shoreditch began in 2005 in Hackney and is funded by UBS and Linklaters LLP, concentrating investment of business skills and employee resources into four of the most deprived borough wards in Hackney. Project Central Hackney looks at the Dalston, Hackney Central and Homerton areas of Hackney. It is funded by KPMG, Société Générale and UBS.

## St Paul's Way

Q4 saw 33 business volunteers placed through the St. Paul's Way project, supporting the local community through a range of education and employability focused activities. School and university students were

**Catlin volunteers committing to St. Paul's Way.** The Catlin-funded St. Paul's Way project recently saw two volunteers from the company agree to commit longer term to help people living or working on St. Paul's Way.

Annette Andrews, UK HR Director, visited a coffee morning at Stebon Primary School to talk about her career and experiences with some of the mothers. She got on so well with School Home Support Worker Chanel Ahmed, that she has agreed to mentor her for at least six months.

Andy Clark, Head of Hospitality and Food Services for Harbour and Jones at Catlin, has volunteered several times with students, hosting cooking lessons and helping them test dishes for a recipe book enterprise. Andy enjoys working with the students and has agreed to help out a group of them on a new enterprise project, running a cafe in the sixth form.

**Catlin receive a new EaGLE!** It's all change for Catlin, supporters of ELBA's East London Graduate Local Recruitment scheme (EaGLES), as their EaGLE Saira Ahmed moved on in February to take up a training contract to develop her career in law. Saira carried out some great work at Catlin, increasing staff engagement and raising the profile on the project and will be missed by all partners on the project.

Catlin now have a fresh face on board; Erica Bayan, who is also on the EaGLEs scheme. Project Manager Graham Booth recently gave Erica a tour of the St. Paul's Way area and introduced her to some of the people involved at the steering group meeting. Erica says she is very much looking forward to being involved.

given the chance to gain careers insights and attend a confidence boosting session, and volunteers were placed as mentors, tutors and even a school governor.

It's brilliant to see Catlin volunteers on St. Paul's Way committing for the long term and we look forward to seeing more if it in year three of the project.



Catlin's Andy Clark hosts a cooking lesson for St. Paul's Way Trust School students

A huge thank you to Saira and welcome to the project, Erica, from all at ELBA.



Erica Bayan outside the St. Paul's Way Centre

## Project Shoreditch

Q4 saw 30 business volunteers placed in a range of activities supporting young people and English language learners to develop their employability skills.

**The financial year end also marks the project year end for Project Shoreditch**, which is celebrating the end of its ninth year. Over the past 12 months, 287 business volunteers from Linklaters LLP, UBS and 22 additional ELBA member companies supported 48 organisations. We saw a growth of support for enterprise and entrepreneurs helping 20 start-up companies and eight social enterprises. We embarked on a partnership with Accelerator, the enterprise arm of London Metropolitan University and supported 20 of their students with developing their business or social project ideas through providing them with mentors from business.

This year was also a bumper year for supporting local residents to develop their employability skills and reducing barriers to work. Through a strong partnership with ELATT, a local training provider, and other organisations in the area such as Golden Co. and the Geffrye Museum, we supported 217 residents improve their employability skills including CVs,

Volunteers also supported community organisations to develop their marketing and communications skills and were placed as board members and mentors.

interviews, networking and presentation skills. 100% of participants surveyed reported an improvement to their confidence levels.

And finally, the project also supported 20 Shoreditch based charities to improve their performance and governance by providing communications, website development and business planning support, as well as placing board members.



A UBS volunteer with an ELATT learner

## Beyond Boundary

Having marked a successful first project year in November 2013, there have been lots of exciting developments in the Beyond Boundary project. Firstly, we were delighted that State Street Foundation decided to fund the project, where they join Nomura Charitable Trust in this fantastic community investment partnership.

We welcome Krystyna Larkham who will take up the role of project manager for the Beyond Boundary project. Krystyna comes to ELBA from Astoneco Management where she managed the Forum Kremnicko project in central Slovakia, providing a

**Community gym supported by Nomura.** St Hilda's East Community Centre, a key Beyond Boundary community partner, is a multi-purpose community centre catering for all sections of the community. They offer a wide ranging programme of activities including advice services, support for young people, parents and pre-school children, older people, women's groups, volunteering placement and carers' respite. The centre also hosts a gym which is open to the local community.

During Q4, Nomura's Health and Fitness Team, led by Dannii Sharpe, Assistant Programme Director, brought their specialist knowledge to support the gym, creating fitness programmes and instruction cards, class routines, training programmes and educational posters for gym users. Dannii said "We're so pleased to be a part of such an amazing project to help keep

platform for dialogue in the context of regional conflict surrounding natural resource development. Krystyna also has extensive experience working with young people in the UK. Krystyna takes over the role from Kate Lyons, who has taken up a new role at UK Youth; we wish her the best of luck in her new venture.

We look forward to further success in the project as it moves into its second year. For more information visit [www.elba-l.org.uk/what-we-do/tower-hamlets-project/beyond-boundary](http://www.elba-l.org.uk/what-we-do/tower-hamlets-project/beyond-boundary).

the younger generation fit and active. Passing on our knowledge to these keen boys and girls makes our jobs so worthwhile."

The team have also donated equipment for St Hilda's Boxing project, including gloves, pads and mats.



Nomura's Elly Jokene and Dannii Sharpe at St. Hilda's gym

## Project Central Hackney

During Q4, 33 business volunteers were placed through Project Central Hackney in a variety of activities supporting young people, enterprising

business starters and social housing residents with employability and business planning support.

**Students from Hackney's award-winning Boxing Academy meet volunteers for mock interviews.** Volunteers from UBS and Societe Generale recently supported 15-16 year old students from The Boxing Academy in a mock interview session. The Boxing Academy provides an alternative to mainstream school, combining basic education and mentoring with the discipline and culture of boxing and other sport training to re-engage the most difficult to reach young people.

The students were prepared by their teacher before the event at UBS, and the interviews were based on real job descriptions and adverts. A student who had expressed an interest in how to start a career in banking also received tailored advice from the volunteers. Although this was a one-off volunteering session, volunteers were keen to work with the students again, offering to meet them before they go

for future interviews. Anna Cain, the Head of The Boxing Academy, said: "It was fantastically successful, the students really enjoyed it and learnt a lot."

For more information about Project Central Hackney visit [www.elba-l.org.uk/what-we-do/hackney/project/project-central-hackney](http://www.elba-l.org.uk/what-we-do/hackney/project/project-central-hackney).



Societe Generale and UBS volunteers

### **Volunteer profile: Adelaide Baah, Director in Finance, UBS.**

**What does your job involve?** I work as a financial controller for IT. I've always loved numbers so finance was a very good fit for me. I enjoy the people I work with and ensuring that the IT clients understand their cost base.

**Why did you choose to volunteer?** I've always been conscience of the wider environment. I come from a background where not so many people made it to the city or into finance. I love being part of the Community Affairs working group in Finance at UBS. I've been working with ELBA's ELATT programme for nearly two years and have also mentored young people throughout my career. I love encouraging people to have the confidence to realise that working in their ideal field can be possible, regardless of background, through hard work and determination. With ELATT specifically, it's great to see individuals' confidence progress.

**What has been your 'golden moment' whilst volunteering?** A lot of individuals come from disadvantaged areas and they have the skills and knowledge to succeed, but the one thing lacking is confidence. Making people realise they have the potential and see how to apply it has been my golden

moment. Encouraging people and making them aware of what's out there, what they already have and helping them find the confidence is really rewarding.

**How would you encourage your colleagues to get involved?** There are many ways to get involved. The Community Affairs team does a good job of communicating the opportunities, but it's an individual decision. There are sessions before work, on site, at schools, etc. Volunteering is rewarding, and you get a sense of achievement helping someone realise their potential. You can also improve personally with your own confidence and enhancing your business skills through the sessions.



Adelaide Baah, Director in Finance at UBS

# Q4 Community Key Performance Indicators

COMMUNITYWORKS JANUARY - MARCH 2014

