



GOOD FOR BUSINESS, GOOD FOR SOCIETY

The Croydon Commitment

The Croydon Commitment is a movement of companies committed to working together to improve their economic, social and environmental impact in the local community.





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History

- Initiated by Philips Electronics in conjunction with BITC and LSP
- Privately funded, with one-off payment by Wates Foundation + £10,000 from LSP in first year.
- Governance in place so employed by charity and led by Management Board, with Chair from LexisNexis Group
- Housed by business, Mott MacDonald



Aims

- A commitment by Croydon companies each year to carry out at least three positive actions within their community
- A broker who advises companies how best to fulfil their commitment through targeting the areas of greatest need
- A business forum where businesses can share best practice about community involvement



Why use The Croydon Commitment Brokerage Benefits

- Easy approach to community involvement
- Creative solutions to HR & Marketing needs
- Saves time & resources, reduces administration
- Identifies suitable projects to maximise benefits
- Independent third party who accesses and advises about good practice



Business Benefits of Community Involvement

- Increases employees' commitment & motivation
- Strengthens company loyalty
- Improves public image
- Expands workforce skills
- Meets social, economic & environmental responsibility targets



The Croydon Commitment Services Available to Businesses

- Business Champions mentoring scheme
- Work Placements for Leaving Care Scheme
- Team Challenges
- Troubleshooters short term projects
- Master Classes
- Monthly Business Forum



Achievements

- 35 member companies
- £320,000 brokered in economic activity to date
- 23 work placements resulting in 3 jobs
- 15 Business Champions mentoring partnerships
- 1 school sponsored by business
- 33 charities benefited from 3 days of business-led workshops
- 14 Team Challenges in charities



Monthly Business Forum

- Breakfast meetings with bacon butties
- Concentrates on collaborative projects
- The Sanctuary fundraising : series of events
- Target £100,000 by end of May





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