



The Prince's
Responsible
Business Network



BITC NATIONAL BUSINESS RESPONSE NETWORK

March 2023



40 YEARS OF PARTNERING WITH COMMUNITIES

ABOUT US

Business in the Community the largest and longest established, business-led membership organisation dedicated to responsible business; founded by HRH King Charles III over 40 years ago.

OUR FOCUS

We grow the responsible business movement and collectively create a greater impact focused on:

- Developing a skilled and inclusive workforce
- Ensuring work is good for everyone
- Innovating to sustain and regenerate the planet
- Building thriving communities

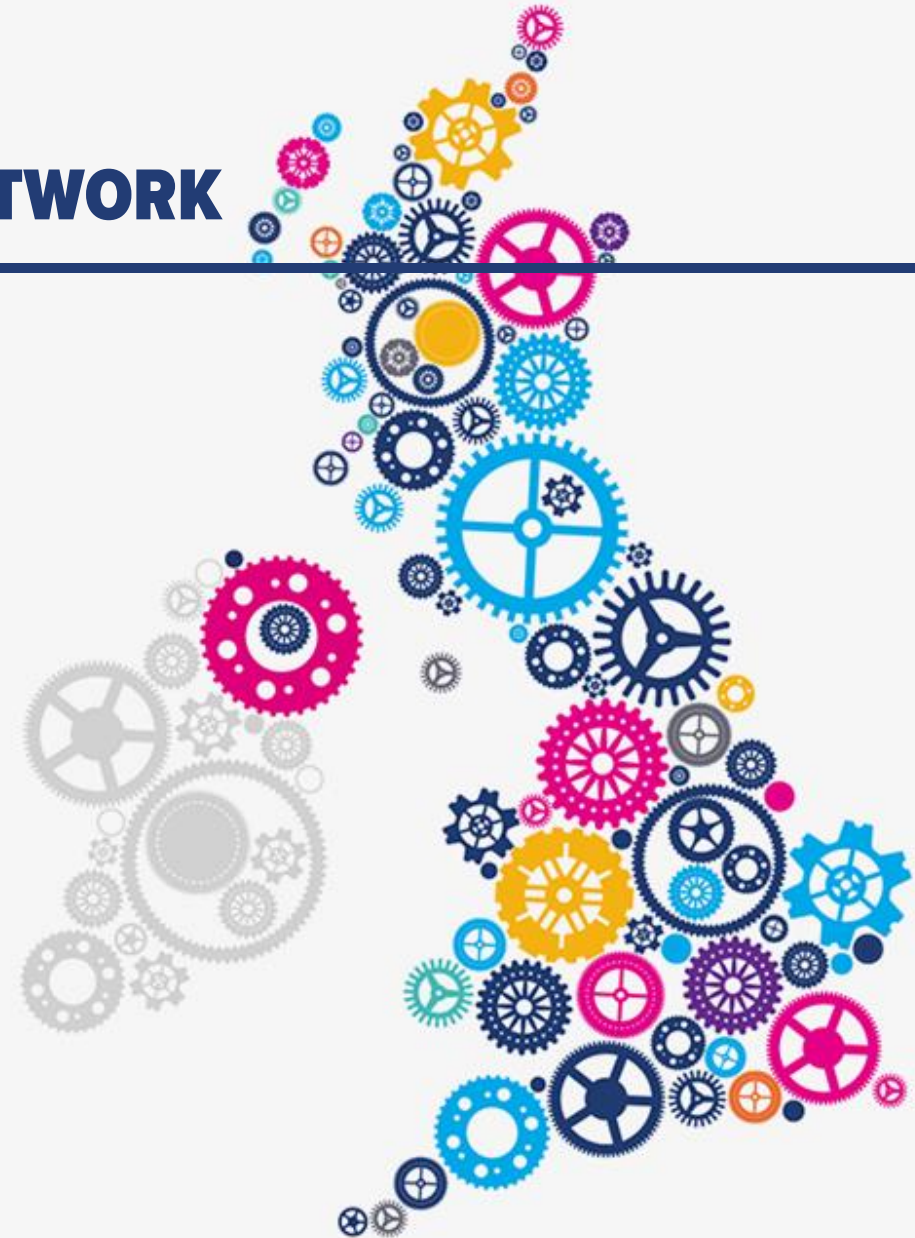


THE NATIONAL BUSINESS RESPONSE NETWORK

In response to the cost-of-living crisis, Business in the Community has reactivated the National Business Response Network (NBRN) so that once again businesses can channel their support for communities most in need into an established model with proven ability to deliver significant social impact.

DURING THE PANDEMIC...

- ➔ We made **6,000+ matches** where community need could be met by business support
- ➔ We helped **3,500 community** organisations to meet rising demand...
- ➔ ...and directly impacted the lives of two million people



**“The NBRN was the best and most effective
response to COVID-19 by the voluntary sector”**

HM Government





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NATIONAL BUSINESS RESPONSE NETWORK

The NBRN has been developed to connect community organisations with the expertise and experience of skilled business volunteers from BITC's membership of over 600 businesses.

With stronger community organisations, we can address key issues within communities focusing on:

- Inequality
- Mental Health and Wellbeing
- Climate Action

Our Needs Analysis research revealed community organisations needed the most support:



MARKETING

- Digital proficiency
- PR/marketing
- Social media
- Storytelling



STRATEGIC SCALE-UP

- Business planning
- Resource planning
- Financial management
- Project management



HR/PEOPLE SKILLS

- Leadership styles
- Mentoring
- Diversity and inclusion
- Strategy
- Employee wellbeing



REACH & IMPACT

- Fundraising
- Bid writing
- Business partnerships
- Tracking impact



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NATIONAL BUSINESS RESPONSE NETWORK UPDATE :

WE HAVE REACTIVATED THIS IMPORTANT NETWORK TO PROVIDE MUCH-NEEDED ASSISTANCE DURING THE COST-OF-LIVING CRISIS.

Through business support, we will focus on providing five much-needed items and five vital skills:

FIVE TIME/SKILLS

Job coaching
Wellbeing mentorship
Marketing advice
Sales/fundraising advice
Operational/scale-up advice

FIVE ITEMS

Laptops and smartphones
Warm clothing and bedding
Food packaging
Energy-efficient products
Kitchen equipment



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NBRN PLATFORM



The National Business Response Network

Business in the Community (BITC), in partnership with AXA, has reactivated its National Business Response Network (NBRN) to enable businesses to provide vital items and skills support to community organisations in need.

As we navigate these uncertain times, it is more important than ever to come together and support our communities.

However, we understand that it can be a challenge to know how best to provide support. This is where the NBRN comes in.

YOUR NBRN JOURNEY

LOGGING YOUR REQUEST

- [Log your request](#)
- A Programme Manager will contact you to learn more about your organisation and context of your needs.
- We will share your needs with our business members.

MATCH

- Business volunteers selects the opportunity.
- Once we have an offer of support from our member businesses, a Programme Manager will contact you.
- A Programme Manager will help to facilitate an initial meeting to discuss the scope, discuss rough timelines and how the support will be provided.

CHECK IN AND FEEDBACK

- A Programme Manager will check in at week 2 and 5 to see how the partnership is progressing.
- Week 8: we will ask for your feedback on the partnership and outcomes.
- If the business does not have the right skillset to support, please inform us at any point.
- Any questions or concerns, please contact your Programme Manager.

THE BREAD AND BUTTER THING (TBBT) AND SODEXO (FACILITIES MANAGEMENT)



- Food redistribution charity TBBT received support from Sodexo, this has formed into a strategic long term partnership addressing food insecurity since 2021.
- Impact: increase their scale of operations and are now identifying more efficient ways of getting waste food (including non-perishable foods) to those who need it within 24 hours.
- Sodexo colleagues are providing on going mentoring/coaching to TBBT employees to continue their partnership.

- *I am really excited about the partnership we have built with TBBT. Together we are creating a positive impact which is fundamental to our social impact pledge through our people volunteering, our partners like TBBT, our planet redistributing food that would have been wasted, and our places; the communities we live and work. This partnership spotlights how sustainability and society are intrinsically linked.*
- Claire Atkins Morris, Director of Corporate Responsibility at Sodexo UK & Ireland



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BENEFITS FOR BOTH THE COMMUNITY ORGANISATION AND THE BUSINESS

“BITC’s support of their members have helped us to literally save lives. You would be surprised what a little help from you can do to make a massive difference in the work a charity does.”

Director of Ferry Project, a charity working with homeless people in Cambridgeshire

“Social value is key to us as a business, but we often struggle to find the time or resources to make connections and set up volunteering partnerships needed.

Having the skills exchange makes this easy for us.

We believe in using our skills and capabilities to help others - BITC is able to support and provide us with opportunities for both of these.”

Beth, Sustainability Advisor, VVB Engineering

CONTACT

To find out more about how your community organisation can access free one-to-one support, consultancy, pro-bono services and skills training from Business in the Community's network of business members email us at:

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“As a standalone charity, gaining advice on our operations from a major corporate like Sodexo has been invaluable.”

CEO, The Bread and Butter Thing, Manchester

Julie Cullen

Programme Manager

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ClickSilver

BRIDGING THE DIGITAL DIVIDE

March 2023

“Proficiency in digital skills is now considered a necessity not a desirable”

Verity Davidge, Director of Central Policy at Make UK, 2021

40 YEARS OF PARTNERING WITH COMMUNITIES

Business in the Community (BITC) and our network of business members are leading a movement to create a fair and sustainable world in which to live and work.

Formed in 1982, with His Majesty King Charles III as our Royal Founding Patron, we are the largest and longest-established membership organisation dedicated to responsible business.

We work and campaign with more than 600 members to continually grow their responsible business practices, uniting our efforts for greater social and environmental impact in our communities.



10 MILLION PEOPLE IN THE UK LACK THE VERY BASIC FOUNDATION SKILLS NEEDED FOR OUR DIGITAL WORLD!



DIGITAL INCLUSION

With so many elements of our daily lives being managed online – such as finding work, internet banking and staying in touch with family – **having the confidence and skills to understand and efficiently use digital technology is more important than ever before.**



AN AGEING WORKFORCE

Older people are being left behind as digital skills become essential. The **4.8 million people over the age of 55 not online** are finding it increasingly difficult to access essential goods and services as provision goes digital.



DIGITAL SKILLS FOR WORK

‘Digital Skills for Work’ are now a fundamental requirement for almost all job roles, with 92% of businesses stating that a **basic level of digital skills is important** for employees in their organisation, and jobs vacancy data showing that **four in five (82%) job vacancies require digital skills.**

BUSINESSES AND PARTICIPANTS WORKING TOGETHER

ClickSilver provides one-to-one support to individuals to develop digital skills and increase confidence in the use of technology.

BITC trains volunteers from its business membership to become ClickSilver mentors. We match mentors with individuals from across the UK who need support to develop digital skills and get online.

During sessions mentors share the skills and knowledge built during their time in employment to help increase beneficiaries' confidence in using essential workplace digital tools.



OUR OBJECTIVES



DEVELOP ESSENTIAL WORK BASED DIGITAL SKILLS

Equip jobseekers with the essential digital skills and capabilities they need to help them move closer to the labour market by providing practical digital skills training, delivered by volunteers from BITC business network.



MORE OPPORTUNITIES FOR OLDER PEOPLE

Ensure that everyone, in particular those aged 50+, have the digital skills needed to access essential online services to improve their wellbeing and quality of life.



COMBAT DIGITAL POVERTY

Support individuals with the greatest level of need to develop the digital skills to ensure they are able to benefit from the digital age, helping to move towards a more digitally included society.

MORE THAN 400 INDIVIDUALS SUPPORTED EACH YEAR

- ✓ **Tried and Tested** – With over 10 years of delivery, ClickSilver is able to demonstrate real and meaningful impact for hundreds of individuals across the UK
- ✓ **Easy to Engage** – BITC provides everything your clients need to develop effective digital skills, from comprehensive volunteer training and custom matching to providing updates on progress and impact
- ✓ **Open to All** – Providing an accessible and engaging opportunity for individuals at all levels to make a positive difference to life

90% of participants report feeling less lonely

90% of participants said they would recommend ClickSilver

85% of participants now feel confident using technology

“I felt stupid, I had tried everything but there were so many things I couldn’t do...
Now my confidence has improved 100%. ClickSilver has helped so much; it gave me the confidence to face things head on.”

For more information, please contact:



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BUSINESS
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**TOGETHER, WE CAN
MAKE A DIFFERENCE**

