

Corporate Social Responsibility for Dacorum businesses



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*Red carpet is out at the Aubrey
Park Hotel*



*The Mayor of Dacorum Cllr
David Collins*



Andy Alderson, Vanarama

Welcome

Welcome to our **50th newsletter** as another year draws to an end (where did that go?). Projects such as the Dragons' Apprentice Challenge and the Employability Days keep growing and the Opportunities List and Any Use Emails see many items being donated to charities rather than go into landfill. I am delighted that so many of you have been involved in the local community this year. Thank you all. I look forward to a great 2018.

Christmas Lunch

Friday 1st December saw our 9th Christmas Lunch to celebrate company support for the local community. Connect Dacorum hosted the annual Christmas Lunch alongside Dacorum Community Trust (DCT) and it was held at Aubrey park Hotel in Redbourn where our very first one was held, and we invited all our supporting companies and friends.

David Gauke MP and Sir Mike Penning MP attended, as well as the Mayor and Mayoress of Dacorum, The Mayor and Mayoress of Tring and other local dignitaries. We had 145 guests including business leaders from large and small companies, state organisations and charities.

The annual lunch was sponsored by SA Law, Aubrey Park Hotel, NGK Spark Plugs, UK Power Reserve, B&M Care and Maylands Business Centre, without which we would not have been able to put on such a fabulous event.

The Mayor of Dacorum, Cllr David Collins welcomed everyone and talked about the importance of businesses, statutory organisations and charities working together as a community which helps create a better life for all in the Dacorum area. He also talked about some of the strange questions, especially from children, he has been asked now that he is Mayor.

Our guest speaker was Andy Alderson, Founder and CEO of Vanarama. Having been in the motor trade since 1992 Andy started his own used vehicle business called Autorama in June 2004 in Cow Roast. In 2007 he launched Vanarama and grew to 18 staff within 3 years.

In 2013 Andy transformed the leasing broker market by launching a major TV and radio advertising campaign. In 2014 he took the unprecedented step of becoming title sponsor to the then Football Conference (latterly renamed The National League), a decision resulting in huge growth in sales and brand recognition.

This year has been very exciting for Andy who has received the 'Best Leader' award for the Sunday Times 100 Best Small Companies on the same night his company jumped to number 18 in the publication's annual '100 Best Small Companies To Work For' list. Andy is a firm believer in Corporate Social Responsibility and helps charities on a local and national scale.



Andy's talk was on Risky Business – how as a company they recognise and understand their risks and then setting in place strategies to reduce them – "Fixing the roof while the sun shines". Wise words indeed.



Cindy thanked all the guests for their involvement with Connect Dacorum and DCT over the past year and Tony Williams from DCT talked about the important work they do within the borough.

Companies who were at the lunch and who have supported the two organisations during 2017 were:

- | | | |
|---------------------|----------------------------|---------------------------|
| 3D-VA | Indee Yoga | Ruth George HR Consulting |
| Abode Bed | Indigo Tree | Shendish Manor Hotel |
| Aubrey Park Hotel | Infactor | Sheng Nuo |
| B&M Care | Jam Crackers | SJ Locks |
| B&N Financial Plan | JE2 | Sopra Steria |
| Barclays Bank | Karate Kids Hemel | Squire Estates |
| Barnard & Co | Kingson Electrical | Swinton Insurance |
| Bob Little PR | Lumina Technologies | Ten2Two |
| Business Buzz | Machins Solicitors | Thrive Your Life |
| EcoService (UK) Ltd | Maylands Business Centre | Tough of Magic |
| EIC Insurance | MBS Workplace Environments | UK Power Reserve |
| Glow Training | Metro Bank | V12 Tech |
| Haspineall Collins | NGK Spark Plugs | Vanarama |
| Herts CoC | Olde Kings Arms | Venue Queen |
| HHCC | Pebble Ltd | Vin en Van |
| IDIS | Rayden Solicitors | Witts Moloney Solicitors |

Others who couldn't make the lunch but definitely deserve a much appreciated 'Thank You' are:

Abelle, AFCC Ltd, Apex 360, Blue Shield Fire Protection, Braceys Accountants, Capricorn Security and Training Ltd, Eckoh, Epson, Elementary Skin & Body Ltd, Emerald Kitty, Greenfleets Vehicle Leasing, Hemel Hempstead School, Hemel Hempstead Holiday Inn, Increased Performance Computing, Jade Advisory, JSR Talent, Kingston Smith LLP, Kings Langley School, Longdean School, Lorica Insurance Brokers, Martin Brower UK Ltd, MRO Accounts, Pendley Manor Hotel, Riverside Shopping Centre, Satellite Creative, Storax Racking Supplies, The Cavendish School, The Healthy Working Partnership, , The Professionalism Group, The Snow Centre, The Watered Meadow Ltd, West Herts College, Warner Bros Studios



Dragons' Apprentice Update

The Dragons' Apprentice Challenge for 2017/18 was launched in October with 11 teams from schools across Dacorum. Each team has been matched with a business mentor (Dragon) and a local charity, and their aim is to turn £100 into £1000 or more for their charity.



With guidance from their Dragons, the teams will learn about entrepreneurship, managing a business, communication, finance, organisation and other job related skills.

All the teams have now submitted their business plans which show some wonderful ideas on how they intend to raise the money. Each team is using their skills and talents in a variety of fundraising activities. They have thought about how they will organise the events and what money they are hoping to achieve at the end. They have also allocated roles within the group. I will keep you updated on their progress as the challenge develops.

Big Business Quiz Update

In 2017 we didn't hold our annual Big Business Quiz and I am looking to organise this in the new year. Details will be coming out shortly so start getting your teams together and I look forward to seeing as many of you there as possible.



Employability Days

We will be again running the Employability Days at local schools during 2018. Hemel Hempstead School have already confirmed their date which will be in June and we are waiting for dates from Cavendish School (Feb/Mar) and Longdean School (Apr). I will send out more details as soon as we have them.

Whatever your business: large, medium or small,

Cindy can help you support your community in many different ways. Give her a ring or email to arrange an informal appointment to discuss the best form of CSR for your company.

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Connect Dacorum is a service provided by Community Action Dacorum (charity number 288080) and is supported by Dacorum Borough Council, The Volunteer Centre Dacorum, Dacorum Community Trust and numerous other organisations and local businesses.

