



# Corporate Social Responsibility

September 2013

Issue Thirty Four

*for Dacorum Businesses*

## **Connect Dacorum Welcomes Cindy**



Cindy Withey has joined Connect Dacorum from the beginning of September. Cindy comes with a wealth of CSR experience having spent 5 years at Grass Roots in Tring as CSR Manager and 9 years at City & Guilds as Corporate Affairs Manager, running their community volunteering programme.

Some of you will have met Cindy previously as she represented Grass Roots as a member of Connect Dacorum and regularly attended the networking lunches. She also presented at a number of the events.

She has worked with key stakeholders, sponsors and partners to delivery on a wide range of fund-raising, green and social projects with communication strategy being essential.

Whilst working as CSR Manager at Grass Roots Cindy led initiatives which reduced the company carbon footprint by over 45% in 5 years (10 years ahead of target). She also a mentor for the Dacorum Green Business Club and developed and ran staff inductions on CSR strategy making it fun and interesting.

Cindy has joined us because sadly Jeoff is retiring next year. She said "I am delighted to be part of Connect Dacorum and I am looking forward to continuing the fantastic work that Jeoff has put in place. I am looking forward to working with everyone involved in Connect Dacorum. With my years of experience in CSR, especially in terms of community and environment, I can help your businesses and charities with enthusiasm and energy, so please feel free to contact me."

Like Jeoff, Cindy is working part time.

Jeoff said that he was delighted to be working with Cindy as is looking forward to her taking Connect Dacorum to the next level.

Mark Mitchell, Chief Executive of Community Action Dacorum said "We are delighted to have Cindy on board as we value her experience, knowledge and skills in the area of CSR as well as her local knowledge and commitment to the local community."

Cindy's contact details are

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# September's Networking Lunch



**Mike Penning MP**

The September Networking meeting was themed around Giving a Gift and was held at the newly refurbished Aubrey Park Hotel in Redbourn.

Around 70 members attended from businesses, charities and statutory organisations. Mike Penning, MP for Hemel Hempstead, welcomed attendees and spoke about the need for businesses and charities, large and small to work together to help our communities and our economy.

Ron Cox, General Manager for Aubrey Park Hotel then took to the stage to talk about the development already done within the newly bought hotel, and planned work for the future. He also offered to show people around the hotel at the end of the event.

Ron then mentioned the unwanted furniture and tv's that they donated to DrugLink through Connect Dacorum.



**Ron Cox of Aubrey Park**



**Hazel Simpson of Metro Bank**

Hazel Simpson, Local Director of Metro Bank was next up. She talked about how Metro Bank is a new and different kind of banking than the usual high street banks and what fun things they are doing to make their customers feel welcome in their branch in Hemel Hempstead. She then went on to talk about the day she gave to Connect Dacorum for interviewing candidates for the new role which Cindy is now doing, offering her experience in interview skills to Connect Dacorum, but also explaining all that she got out of the day.

Our final talk of the meeting was by Helen Clegg who is UK HR Manager for Parker Hannifin Ltd. Helen detailed all the wonderful and varied things that her organisation is doing to help the communities, both local and worldwide. How they have given gifts of time, equipment and money.

The meeting was then opened up to all to talk for one minute about something that they wanted the group to know about. This was then followed by a buffet lunch and networking.

The next meeting is our Christmas Lunch at Shendish Manor on the 13<sup>th</sup> December. Invites will be with you shortly.



**Helen Clegg of Parker Hannifin**



# **Dragons Apprentice Challenge 2013/4**

Connect Dacorum is this year organising the 2013/14 Dacorum Dragons Apprentice Challenge which is a scheme being run all over Hertfordshire.

Year 12 students from eight Dacorum Secondary Schools will be entering teams of up to 8 pupils as the Apprentices. The pupils are challenged with turning £100 into £1000 plus for a Dacorum charity by means of business related ideas.

The pupils set up and run a business, gain organisational and job related skills and learn about the work and beneficiaries of their designated charity. The challenge starts in October and culminates in a finals evening at the end of March 2014. Some schools are entering more than one team, so we expect to have 12 to 15 teams in total.

The schools taking part are: Adeyfield, Ashlyns, Astley Cooper, Cavendish, Hemel Hempstead, Kings Langley, Longdean and Tring.

The teams will be matched with a Dragon from a local business who will give their time and expertise to help the teams develop and implement their business ideas over the 5 months. Dragons provide support in the form of advice, and access to resources, to help their team achieve their business goal and funding target.

The Dragons are from a variety of companies in the Dacorum area. They include: DBC, Britvic (2 Dragons), Kingston Smith, RES, Diverse HR, ABC, Bourne Leisure, Parker Hannifin, Lloyds Bank and Abode Bed & Continental.

The Apprentices will also be matched with a local charity who will work with them, so they can learn all about the work of that charity. The charities again, are in the local Dacorum area and will be matched with a school that is closest to them.

The challenge will culminate in a spectacular Finals evening on Monday 24<sup>th</sup> March 2014 at Shendish Manor Hotel in Apsley where certificates and prizes will be presented to the winning teams by the Mayor of Dacorum.



## Local company runs for charity



**John Sullivan with Ursula Chauvineau and Jo Foley**

A group of colleagues from Connect Dacorum member and Berkhamsted-based company Ten2Two completed the British10k run in London in a bid to raise money for a local charity.

John O'Sullivan, founder of the commercial part-time resourcing organisation, ran the central London route with colleagues Ursula Chauvineau and Jo Foley for the Dacorum Community Trust.

The Trust is a self-funded organisation that makes small grants to local people, families and

Community group get off the ground or help a family in difficulty through ill health, disability, real poverty and the aftermath of separation, divorce and death.

John said "The Trust is helping people all around us, but you just don't see it. It's really hard for them to raise their profile because they necessarily operate under the radar."

The trio have raised around £250.

Organisations that have joined Connect Dacorum recently are:-

**The Pepper Foundation**

**Metro Bank**

**Princes Trust**

**Kip McGrath Education**

**Kingston Smith LLP**

**The Stationery Company**

**Astley Cooper School**

## **Whatever your business, large, medium or small,**

***Jeoff and Cindy can help you support your community in many different ways. Give them a ring or e-mail to arrange an informal appointment to discuss the best form of CSR for your company.***

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It is actively supported by Dacorum Borough Council, The Volunteer Centre Dacorum, The Dacorum Community Trust and numerous other organisations and local businesses.

