



Business Impact Forum



City of Westminster

Foreword

Westminster is a city of unrivalled opportunity. It is home to more than 50,000 businesses and is a place where both businesses and residents have support to grow and share in the prosperity of the city.

However, living costs are rising; air quality continues to be a challenge, affecting everyone who lives, works and visits in Westminster.

As such, we want businesses that choose Westminster, to put responsible business practice at the heart of what they do. We want them to put ethical, environmental and community goals in place so that we can begin to address these issues and ensure a positive impact on employees, customers, the environment and the local community.

The inaugural Business Impact Forum celebrates these intentions. It provides organisations with the opportunities to hear how responsible business can affect growth, to learn about the opportunities available to collaborate with the council and to celebrate responsible business practise.

By working together to underpin growth and celebrate success, businesses based in Westminster can meet changing expectations, thrive responsibly, and play a vital role in helping to build a City for All.

Westminster Lion: Recognising responsible business practice

To build a City for All, we want Westminster to be a:

- city of opportunity – a place where everyone should have the opportunity to build their lives, careers and families here
- healthier and greener city – a place where those who live and work in Westminster can enjoy clean, active and healthy lives
- city that celebrates its communities – a place where everybody has a stake in the city and are at the heart of every decision
- caring and fairer city – a place that supports the most vulnerable within our community

To recognise businesses making a positive impact in Westminster, the council developed the Westminster Lion; a programme dedicated to awarding excellence in corporate social responsibility, and giving responsible businesses the recognition and visibility they deserve for the role they play in creating a City for All.

This year, we accredited 31 businesses that demonstrated how they operate ethically and work towards our key priorities in creating a City for All.

Those organisations that demonstrated the most impressive track-record in being responsible were shortlisted for a Westminster Lion award. Winners were announced at the Business Impact Forum.

2018 Westminster Lion Award winners

Environment Award

Willmott Dixon

This award recognises the work that goes into protecting and improving the local environment and combating climate change.

As well as providing employment opportunities for local residents and volunteering with the Avenues Youth Project, Willmott Dixon is the first company in its sector to have a formal biodiversity strategy, overseen by a Biodiversity Champion. This ensures biodiversity and green spaces is incorporated into all projects.

Small Business Award

Odelay Films

This award recognises the impact that small to medium sized businesses can achieve proving that size does not matter when it comes to responsible business practice.

Odelay Films recognises the need for effectively training young people wanting to get into the film production industry and so created an initiative called 'The Production Trust' to arm individuals with the knowledge and skills required. So far, the course has helped 50 young people from across London, including Westminster.

Opportunities Award

Capital Arches Group

This award celebrates a business that has shown an outstanding commitment to reducing and removing barriers to employment for people in Westminster.

Since August 2016, Capital Arches Group has provided over 25 unemployed local candidates with employment. It has tweaked recruitment processes to better meet the needs of candidates.

Great Neighbourhoods Award

Grosvenor Britain and Ireland (GBI)

This award celebrates businesses that have helped make Westminster's communities more resilient through community development activities.

GBI has one of the biggest community funds in the city, designed to see the lives of people living and working in the South Westminster area improved through community-building activities. It also brings its 'living cities' philosophy to life by ensuring their projects can foster the growth of great Neighbourhoods.

Excellence Award

David Miller Architects

This award recognises a business's overall excellence in CSR. David Miller Architects has demonstrated, through its different initiatives, that CSR programmes are at the core of its business function. It provides classroom-based support and mentoring to young people and provides 15 week-long work placements every year that are open to all.

It has helped build great neighbourhoods by providing pro-bono support to establish social enterprises. In addition, its 'fabric first' approach ensures all designs minimise the need for energy consumption.

Impact Award

Baker Street Quarter Partnership

The Impact Award celebrates businesses that create social impact in Westminster through enabling other businesses and organisations to thrive responsibly.

The Baker Street Quarter Partnership's Smarter Giving programme brings together businesses with local charities and community groups, and facilitates these businesses with redirecting their CSR efforts.

By providing a consolidated waste service it has reduced the number of waste collection trips in the area by 45%. Through commitment to the local community, this organisation is proactively enabling others to become thriving responsible businesses have a positive impact in Westminster.

To find out about applications for the 2019–2020 Westminster Lion accreditation and awards, visit businesswestminster.com/business-enterprise/csr

7 ways to collaborate

If your organisation wants to incorporate more CSR into its core function, the council has a number of ways to help do this.



Heart of the City Westminster

This one-year programme provides small businesses in Westminster with the tools and knowledge they need to develop responsible business initiatives.

Recruitment for the HOTC Foundations Programme 2019 is underway and those selected will get access to a calendar of free events, workshops, online resources and access to their network of supporters.

Email: HOTC@westminster.gov.uk

Visit: theheartofthecity.com/westminster



One Westminster

One Westminster connects businesses looking to improve their social value with charitable organisations looking for volunteers.

Call: **0207 723 1216**

Email: info@onewestminster.org.uk

Visit: onewestminster.org.uk



City Lions

A new programme for 13 to 16-year-olds who live in Westminster to connect them to the creative and cultural opportunities happening on their doorstep.

City Lions offers organisations a number of different ways to get involved; organisations can choose to run sessions, workshops, mentor and more, to help engage young people in Westminster.

Email: citylions@westminster.gov.uk

Visit: citylions.org



Commercial Waste Service: Veolia

Westminster CWS helps businesses improve their environmental credentials by minimising landfill contributions.

Call: **0207 641 6180**

Visit: cleanstreets.westminster.gov.uk



Westminster Adult Education Service

WAES provides adult education and training to improve employability and support individuals with their professional and academic development. WAES can connect businesses looking for new employees with students who have completed education and training programmes.

Call: **0207 297 7297**

Email: info@waes.ac.uk



City of Westminster

Westminster Employment Service

Westminster Employment Service

A free to use service for Westminster businesses and residents. Local employers have benefited by filling a wide range of vacancies ensuring that residents benefit from the employment opportunities on their doorstep.



Healthy Workplace Charter Team

The healthy workplace charter team provides clear and easy steps for employers to make their workplaces healthier and happier. Investment in employee wellbeing is regarded as one of the pillars of CSR.

Call: **0207 641 2676**

Email: healthyworkplace@westminster.gov.uk

Visit: westminster.gov.uk/healthy-workplace-charter



What's next?

Westminster Business Unit is the council's single point of contact offering bespoke support to anyone considering self-employment, starting up a business, and established businesses looking to grow.

Get in touch

Call: **020 7641 2070**

Email: **businessunit@westminster.gov.uk**

Visit: **businesswestminster.com**