

# Sheffield Business Together

## Annual Report

1 April 2019 - 31 March 2020

# Foreword from our Chair

As I reflect on our first year of operation, what I'm struck by the most is the power of collaboration.

Through like-minded business coming together to address the issues facing our city, supported by the stewardship of Voluntary Action Sheffield, we have truly become more than the sum of our parts. No one business could have delivered projects so diverse, nor could our members have targeted resources so effectively without the guidance of our voluntary sector partners. This is reflected in feedback from businesses and voluntary organisations across all our work streams.

Covid-19 stalled our planned project developments and diverted our resources into emergency response work. It's been sobering for those of us in business to experience first-hand the buffeting and uncertain resourcing that the third sector often wrestles with, even in better times. The effects of the pandemic have hit deprived communities the hardest, which will inevitably have a downstream impact on social mobility, while the voluntary and community sector organisations supporting these communities are experiencing increased demand for services in an environment of reduced funding. It is in these areas that we must focus our attention in the coming year - supporting the voluntary sector to become more robust and targeting resources into our social mobility stream.



To manage the city's challenges and help our communities and the voluntary sector survive and thrive, cross-sector partnerships and collaboration will be even more important. With the country seemingly more aware of the importance of community, it's particularly pertinent that we consider our role as an agent of change, bringing businesses and community organisations together and reinforcing the values that we have in common. If there were ever a time for progressive businesses to come together, it's now.

***Peter Rowe, Chair of Sheffield Business Together, Arm Ltd.***

# Our mission

Our mission is to bring like-minded businesses together to collaborate, connect, share and harness resources to address some of the key challenges facing our city and communities.

We fulfil this mission by:

**Providing a brokerage service to match charity needs to business provision.**

**Creating opportunities for members to network, share good practice and engage with charities.**

**Leading collaborative projects to address social mobility, and environmental and social issues.**

**Supporting voluntary sector sustainability by increasing employer supported volunteering, skills sharing and mentoring.**

This report details our achievements in our first year of operation (1 April 2019 – 31st March 2020), including performance metrics and information on activities and collaborations.

# Working together for good

Sheffield has a proud history of philanthropy and collaboration for good between the private, public and voluntary sectors.

Businesses in the city understand that the prosperity of business and society are mutually dependent and inextricably linked.

Recognising the need for a strategic approach to matching charity need and city-wide challenges to business expertise, like minded organisations across the city came together with Voluntary Action Sheffield to create Sheffield Business Together.

## Business Led

Established by Sheffield employers to explore the best way for businesses to make an effective and meaningful contribution to the city.

## Guided by experts

Hosted by Voluntary Action Sheffield (VAS), a charity that supports the development of the voluntary and community action in Sheffield.

## Collaborative

Supported by Business in the Community and South Yorkshire's Community Foundation as third sector members of the SBT steering group.

BENCHMARK



The Prince's Responsible Business Network

Henry Boot

IM irwinmitchell

ARUP



MANTRA MEDIA

South Yorkshire's Community Foundation

vas supporting community action



Sheffield Hallam University

arm

# Areas of focus

## Voluntary sector sustainability

Cross sector skills sharing and mentoring to ensure our voluntary sector partners survive and thrive.

## Employment & Education

Improving social mobility by engaging 13-18 year olds with employers to increase attainment, aspiration and their readiness for world of work.

## Environment

Reducing air pollution, promoting recycling and encouraging the public to take care of our city.

## Social Action

Brokering cross sector relationships to tackle the social challenges we are facing in Sheffield.



# Overall performance

## Delivery



132 projects



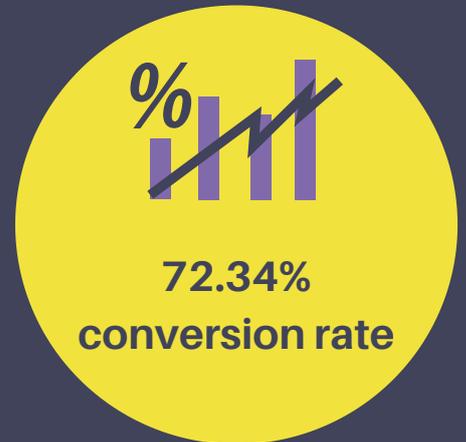
47 completed



55 ongoing



30 in the pipeline



*141 projects originally requested, 9 dropped out*

## Engagement

35 business involved in the delivery of projects

37 charities benefited from projects



## Leverage value

Leverage value of £4.33 for every £1 spent



*Leverage value calculated on completed projects*

# Performance by Focus Area

## Voluntary Sector Sustainability & Social Action

## Employment & Education

## Environment

### Projects requested



72

54

6

### Completed



25

17

5

### Ongoing



26

29

/

### In the pipeline



21

8

1

## Leverage value



£27,303

£23,656

£35,685

Leverage value calculated on completed projects

# Voluntary Sector Sustainability

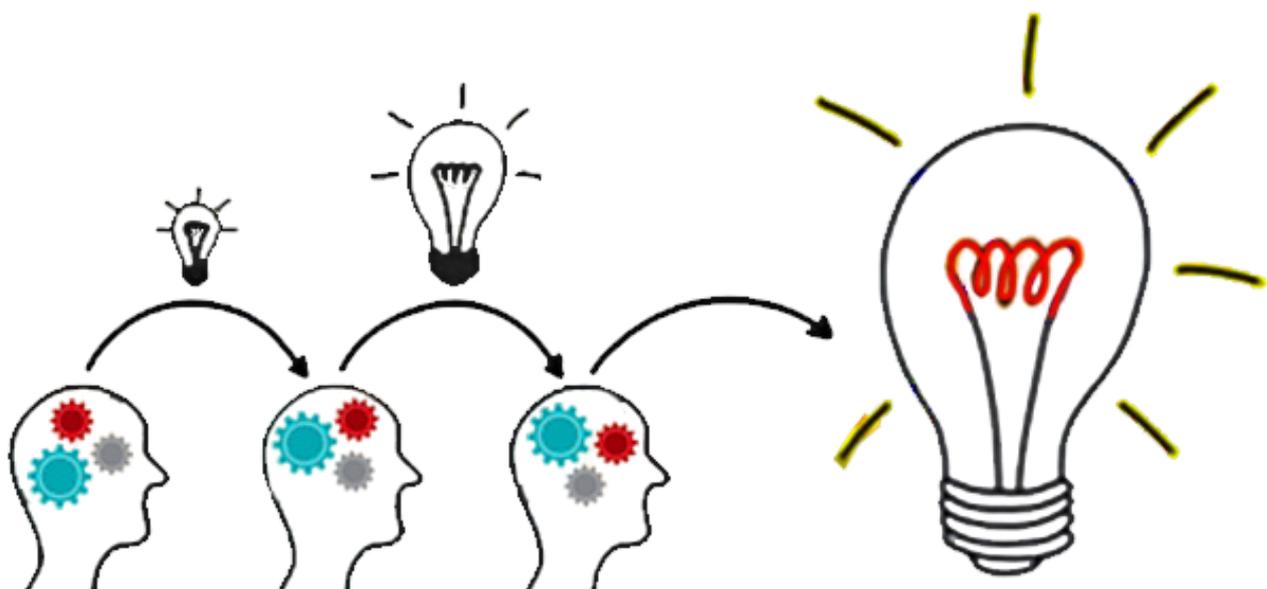


Creating a thriving voluntary sector in Sheffield through the sharing of skills and resources.

As charities struggle with sustainability due to lack of access to specialist skills and resources, sharing expertise through access to such skills has a huge impact for them, improving their sustainability and allowing them to focus on delivering their charitable aims.

We have enabled this to happen through organising skills sharing events and by brokering tailored requests for expert help.

We are creating mutually beneficial cross sector relationships in Sheffield, and our connections in the community mean we can support smaller, less well-known charities.



# Focused development



In July 2019 we hosted our inaugural Skills exchange.

Irwin Mitchell, AAG IT, Hart Shaw Accounting, Voluntary Action Sheffield and SYFAB all provided pro-bono help and support

Experts from leading businesses across the city delivered masterclasses on topics most important to the voluntary sector.

Topics were requested through our voluntary sector survey and included:

- How to write a winning bid - SYFAB
- How to publicise your charity using LinkedIn - Mantra Media
- How to recruit the right people - Benchmark Recruitment
- Branding and marketing your charity - Darryl Dawson
- The art of PR - Keep your Fork
- 3D Leadership - Andy Hansleman consulting

“We’ve been inundated with positive feedback from the presentation.”

Johnny Pawlik, Mantra Media



# Tailored support for maximum impact



We have arranged tailored skills sharing to support voluntary groups to deliver their objectives with the support of specialist expertise from local businesses

- Resolve IT providing business mentoring to Darnall Dementia
- Henry Boot supporting In2Change to develop a business plan.
- Arm providing risk management expertise to Sheffield Carers & helping TimeBuilders build an app.

Through our specialist brokerage service, we have matched voluntary organisations with business to work on specific development projects.



*James Preston from Arm has provided the Board with invaluable expertise in risk management, and supported us to make Significant improvements to the company risk register.*

Pauline Kimantas, CEO, Sheffield Carers Centre

Requests supported this year include:

- Aviva supporting City of Sanctuary to review their GDPR systems
- VOW helping Sheffield Safe Spaces with a marketing campaign



*Bharath from Arm really took the time to understand our project and our needs, using his expertise to find the best possible solution. We now have a fully functioning data collection app that's fit for our needs, and we have data we can trust.*



Graham Duncan, Director, St Mary's Community Centre

# Education & Employment



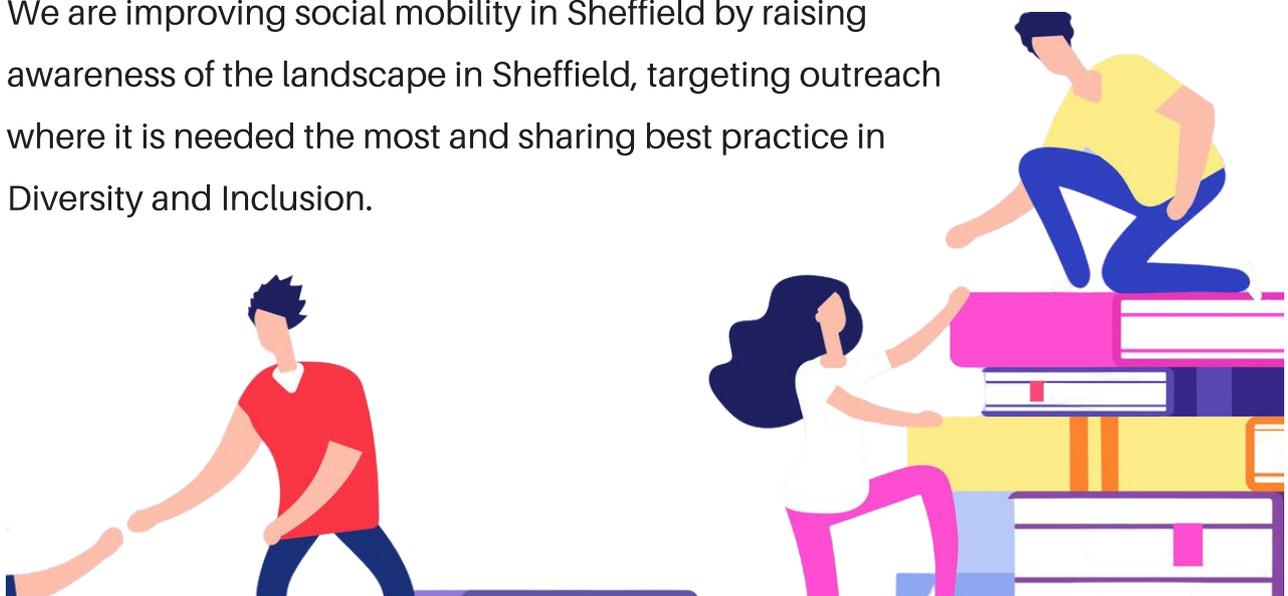
Improving social mobility by engaging 13-18 year olds with employers to increase attainment, aspiration and their readiness for the world of work.

Employer encounters in schools are proven to help raise attainment and aspiration.

Four or more encounters mean young people are 86% less likely to be "NEET" (Not in Employment, Education or Training).

Social background has a profound effect on progression in learning and work. Expanding employer encounters broadens students' horizons and fosters community cohesion. The King's College London's Aspires project found that students with low social capital stand to benefit most from improved careers education and links between education and employers.

We are improving social mobility in Sheffield by raising awareness of the landscape in Sheffield, targeting outreach where it is needed the most and sharing best practice in Diversity and Inclusion.



# Aiming High



In June 2019 we launched our social mobility strategy.

In collaboration with South Yorkshire Futures and Sheffield City Council, we held an event to launch our strategy and discuss the social mobility landscape in Sheffield.

70 companies from across the city attended to discuss how they could get involved with improving attainment, aspiration and work-readiness of young people.

“We take great pride in educating and sharing skill sets for the next generation. The partnership we have with SBT has allowed us to refine our approach with schools and colleges to maximise the target of our educational outreach.”

Darren Littlewood,  
Group Finance Director,  
Henry Boot PLC



# Targeting support



To ensure our outreach is targeted where it is needed the most, we have partnered with Longley College and Springs Academy.

Longley College and Springs Academy are located in the Sheffield constituencies with lowest social mobility, so the work employers do with students will have a profound impact.

Since the launch we have allocated dedicated Enterprise Advisers to collaborate with Longley and Springs. They have conducted a gap analysis to identify which interventions will have had the most impact on students.

To support businesses to engage, we have developed a menu of activities they can get involved with.

Prior to Covid-19, we had successfully brokered 46 requests with Longley and Springs.

These included: Full day 'world of work' visits; interview skills sessions; 'What's my line of work' talks ranging from law and finance to digital environment and robotics; and motivational speakers to encourage aspiration. We have also introduced 25 mentors to support disengaged students.



*SBT have been invaluable in introducing us to a wider network of employers to find the right people to support our requests and students.*



Christopher Howard, Assistant Head Teacher, Springs academy



Longley College students on a world of work visit to DWP digital

# Recognising the power of diversity



In March 2020 we hosted a Diversity and Inclusion event to actively encourage Sheffield employers to share good practice and explore barriers.

Keynote speaker, Sonia Tate MBE, the Department of Work and Pensions' Race Equality Lead, delivered a thought provoking and challenging session on unconscious bias and micro aggressions, and how they impact on recruitment and retention.

Table discussions were led by:

- Louisa Harrison Walker - Benchmark Recruitment
- Charlotte Faulkner - Irwin Mitchell
- Annalisa Toccara - Our Mel and Voluntary Action Sheffield
- Rachel White - Henry Boot
- Jabeen Ayup - Ethnic minorities, Integration and Refugees - Department of Work and Pensions
- Emma Marshall - 3 squared
- Rachel Wilson - Paper
- Emily Dudfield - Arup

Business in the Community (BITC) provided an event pack covering key statistics on the scale of the challenge, the business benefits of diversity and a call to action.

Arup provided the meeting facilities for the 60 attendees from business and charities across Sheffield.

The event feedback was overwhelmingly positive and promoted new, mutually beneficial connections we will explore in the future.



# Environment



Encouraging responsible business practices and helping reduce Sheffield's air pollution.

There is more and more research that suggests customers and consumers care about sustainability and look for business that share their values and incorporate social responsibility into their strategy and organisational goals. Through our network, we are encouraging responsible business practices that support long-term sustainability.

Air quality is a major national problem, and even in a 'green' city like Sheffield, there are high levels of pollutants caused largely by road transport and industry. To help tackle this, we supported an existing campaign that brought businesses across the city together to collectively address air pollution.



# Achieving more together



## Supercharging a clean air campaign.

The GoGo Green campaign was born out of a collaboration between Hunter's Bar Infant School and the University of Sheffield. The campaign aimed to raise awareness, funds and in-kind support to build a living green air pollution barrier around the school, which is attended by 270 pupils.

The project had been in planning for a year when, in April 2019, Sheffield Business Together got involved, supercharging delivery.

Arup joined with Urban Wilderness to produce structural elements of the landscape drawings and Henry Boot Construction volunteered as the principal contractor; bringing with them subcontractors RB Allfree and survey specialists Sub Scan.

The living green wall, which stretches the 60-metre perimeter of the playground, was planted in October 2019. Data on the effectiveness of the barrier will be included in an international research study into playground air quality.

“*SBT's involvement turbo charged our plans. The project had been in the planning for a year but their business network embraced the project and made it happen at speed.*”

**Catherine Carr, Headteacher,  
Hunters Bar Infant school**



Hunter Bar Infant School playground before the living green wall was planted.

# The power of collaboration



**The power of bringing together like minded, socially aware businesses.**

A total of 50 organisations have supported the project and the total raised from fundraising and in-kind donations was £74,000. We were very proud to have been part of this success, with 10 Sheffield Business Together members involved to the value of £35,685.

“GoGo Green is an ideal project for SBT. Our vision is to bring businesses together to collaborate on projects that no one business could deliver on its own. The environment is a key theme for SBT and air quality is a particular issue for Sheffield. We are excited to be part of this ground breaking project and research that could eventually benefit so many children across the city.”

Andrew McDowell,  
Associate Director at ARUP

“As a local contractor, we are delighted to support the school in delivering this project. This innovative scheme will lead to improved air quality for children for years to come.”

Gary Holmes, Contracts Manager,  
Henry Boot Construction



SBT members at Hunters Bar school celebrating the completion of the green fence.

# Social Action



## Creating impact and change through collaboration

Supporting charities and social causes is not only good for the community, it's good for business. Research shows that customers actively seek to buy from or work for employers who demonstrate a purpose beyond profit. Responsible businesses are proven in numerous independent studies to have a significant positive impact on customer attraction, employee engagement and long term financial success.

To tackle the social challenges we face in Sheffield, we broker cross-sector relationships to offer campaign support and resources in kind from businesses to charities and communities.

Businesses are making a difference by raising awareness of issues, supporting campaigns, offering direct support to the people charities are supporting.



# Sharing and caring



Sheffield businesses have supported charities and volunteers through a cross-sector networking event and by giving some well-earned pampering to carers.

To show how Sheffield values our carers, in June last year - as part of Carers Week - John Lewis gave free makeovers to volunteer carers and supported craft activities, complimented by free parking and café spaces.

To support our voluntary sector partners to thrive, we hosted our first charity and business networking event in November 2019.

Delegates enjoyed a series of presentations from our partners, including John Lewis, Benchmark, Sheffield Carers and representatives from the Go-Go Green Project and Hunters Bar School.

Feedback on the event, from both our business and charity partners, was incredibly positive. In addition to finding the presentations engaging and useful participants particularly welcomed the opportunity to make new, mutually beneficial connections.

“*John Lewis demonstrated how much they value Sheffield’s unpaid carers by supporting us with a fantastic week of treats and activities.*”

Pauline Kimantas, CEO, Sheffield Carers Centre



# Boosting giving



Sheffield businesses have partnered with local charities to boost campaigns that make a real difference to people's lives when they need it the most.

We have brokered connections between our business and charity partners to maximise donations and gifts, using our expertise to target resources where they have the most impact.

## **Christmas Food Bank**

To support those in need over the Christmas period, SBT members Henry Boot, Benchmark Recruitment, John Lewis, Irwin Mitchell, Arup, Sheffield Hallam University, the Civil Service and Arm partnered with nine foodbanks across the city to provide some festive treats.

*\*Value not included in leverage figures as it falls outside the reporting period, however it demonstrates the value of our involvement during the early stages of the crisis*

## **Re-Gifting for Good**

During January and February this year we ran a campaign to support some key charities. Henry Boot, Arup, Department for Work and Pensions and Voluntary Action Sheffield supported this initiative and donations were made to Baby Basics, Suit Works, City of Sanctuary, Assist, St Lukes Hospice and Roundabout.

## **COVID-19 Food Bank**

At the beginning of the Coronavirus emergency we launched a campaign to support 15 foodbanks across Sheffield. We raised £45,000 by the end of April 2020.\*



# Looking ahead

The COVID-19 crisis has changed the plans and work model for almost every organisation in the country, including Sheffield Business Together, possibly changing the landscape forever. This has cemented our belief that the prosperity of business and society are mutually dependent and inextricably linked, and that there has never been a greater need for cross-sector partnership. We are inviting progressive, socially minded businesses to join us in these unprecedented times to make a tangible and measurable difference in the city.

Sheffield Business Together will deliver COVID-19 secure volunteering opportunities, bringing businesses and charities together to help meet the new challenges that our communities will face during this period and beyond. The communities hit hardest are the most reliant on support from charities, but this support is at risk as charities are facing increased demand with significantly reduced funding due to COVID-19. During this coming year we will concentrate on activities that prioritise and actively support our key themes of Employment & Education and Voluntary Sector Sustainability, and continue to support the GoGo Green initiative and our foodbank campaign.

## **Employment & Education programs to improve social mobility**

COVID-19 has widened the social mobility gap in the most deprived areas of the UK. We will deliver activities with a strong evidence base from the Department for Education, Sheffield Hallam University, and the Social Mobility Commission to support attainment and aspiration within communities and our partner school and college. This will include mentoring, CV writing, mock interviews, and world of work visits which can be delivered virtually through tools currently in development.

## **Making our Voluntary Sector more robust to support its communities**

We will co-ordinate 1-1 skills sharing and collaborative, COVID-19 secure projects where businesses and employees can have impact through professional disciplines such as HR, IT, Law, Marketing, Business Planning & Strategy, Bid Writing, Finance & Accountancy, Mentoring & Coaching and Trustees.

## **GoGo Green**

We will look to scale our flagship collaboration of 2019-20 to roll out across additional schools. We have proved a successful delivery model and to replicate this at scale we will require additional funding and partnerships.

# Our Steering Group

Meet the people who have brought our vision to life

Peter Rowe(Chair),	Arm
Andrew McDowell (Vice Chair)	Arup
Chris Taylor-Cook	Arm
Louisa Harrison-Walker	Benchmark Recruitment
Rebecca Morris	Benchmark Recruitment
Carolynn McConnell	Business in the Community*
Darren Littlewood	Henry Boot
Charlotte Faulkner	Irwin Mitchell
Karen Codling	Irwin Mitchell
Becky Spriggs	John Lewis **
Martin Singer	John Lewis
Johnny Pawlik	Mantra Media
Karen Hill	Sheffield Business Together
Greg Burke	Sheffield Hallam University
Carol Castle	Sheffield Hallam University
Cathy Sinclair	Sheffield Hallam University
John Burchell	Sheffield Hallam University
Michelle Dickinson	South Yorkshire's Community Foundation
Paul Harvey	Voluntary Action Sheffield



\*Secondment from Department of Work and Pensions

\*\*Seconded to SBT until November 2019

# Our partners

## Support has been offered by:

- 3 Squared
- AAG
- Andy Hansleman consulting
- Arm
- Arup
- Aviva
- Benchmark Recruitment
- City Taxis
- Counter Context
- Darryl Dawson
- Department of Education
- Department of Work and Pensions
- Hart Shaw
- Henry Boot
- Hickton Group
- HLM Architects
- HSBC
- Hydra Creative
- Irwin Mitchell
- Jamie Veitch
- Jill White
- John Lewis
- Keebles
- Keep Your Fork
- Kier
- Leg Up Social
- Mantra Media
- Musgrave Analytics
- Nationwide
- NHS
- Paper
- RB Allfree
- Resolve IT
- Robertson Construction
- SafetyKlean
- Sheffield Hallam University
- Sheffield Theatres
- South Yorkshire's Community Foundation
- Sub Scan
- Twinkl
- Virgin
- Money
- VOW
- Westfield Health
- Work Wise Foundation
- Yorkshire Bank

## Charities we've supported:

- Ada Lovelace
- Age UK Sheffield
- Archer Project
- Aspirers Society
- ASSIST Sheffield
- Astrea academy
- Baby Basics
- Carer's Trust
- Cavendish
- Care
- City Of Sanctuary
- Crosspool Lunch Club
- Darnall Dementia
- Disability Sheffield
- Element
- Flourish
- Green Fence
- In2Change
- Longley College
- Mums in need
- Project Appollo
- Rawmarsh School
- Roundabout
- Sheffield Safe Places
- Sheffield Business Together
- Sheffield Carer's Centre
- Sheffield Foodbank Network
- Sheffcare
- South Yorkshire Eating Disorder Association
- SPRING Refugee Integration Partnership
- Springs Academy
- St Lukes
- Suit Works
- Timebuilders
- Voluntary Action Sheffield
- New Beginnings Refugee Project
- Whirlow Hall Farm

# Special thanks

A number of organisations have provided significant direct support to SBT during our first year of operations

- Counter Context for developing and implementing the design and branding of SBT.
- Department of Work & Pensions and Business in the Community for the secondment of Carolynn McConnell who has been instrumental in establishing the overall strategy and market offering of SBT and identifying, developing and delivering the key SBT campaigns during the year.
- John Lewis for the secondment of Beccy Spriggs to SBT until November 2019 to implement processes, procedures, reporting and operating for the Voluntary Sector Sustainability brokerage service and social media communications.
- Resolve IT Solutions for the design, development and implementation of the SBT website.
- Sheffield City Council - Cheryl Plant and South Yorkshire Futures - Liz Perry for helping shape and launch our Social Mobility strategy and their continuing engagement.
- Yvette Appleton who, as a volunteer, kindly gave her time and expertise to produce this Annual Report.

# Get involved

Be part of something special.

Network and collaborate with like-minded, socially aware businesses in Sheffield



[sbt@vas.org.uk](mailto:sbt@vas.org.uk)



[www.sheffieldbusinessstogether.org.uk](http://www.sheffieldbusinessstogether.org.uk)



[@ShefBiztogether](https://twitter.com/ShefBiztogether)



[Sheffield Business Together](https://www.linkedin.com/company/sheffield-business-together)

**vas** Supporting community action

VAS is the legally accountable body for Sheffield Business Together (SBT)  
VAS is a registered charity 223007 and company limited by guarantee 215695