

# Heart of the City

Heart of the City provides FREE support for businesses wanting to develop or expand their existing Corporate Social Responsibility (CSR) programme. This is our two-year programme:



## March-April 2011

- Introductory meeting with the Heart of the City team
- Senior level Mansion House event hosted by the Lord Mayor. This provides an opportunity to engage leadership and learn what other businesses are doing

**Complete a registration form and a brief online questionnaire to join the programme**



## Workshop 1 May 2011 9.15am-12.45pm

Interactive session with practical tips from businesses experienced in CSR

- CSR-what's involved?
- Sharing practical ideas
- Building your programme



## Workshop 2 July 2011 9.15am-12.45pm

Interactive session with practical tips from businesses experienced in CSR

- Engaging staff & maintaining momentum
- Communicating your programme
- Recognising and measuring success



## Mentoring

- Upon request, Heart of the City can introduce your business to one of our 90 Contributors for one to one CSR mentoring
- Our Contributors have a range of CSR experience and come from a variety of industry sectors
- Mentoring can take place at any point during our 2 year programme



## Autumn 2011- 6 month meeting

- 6 month meeting with Heart of the City to find out how you are progressing and identify areas where further support is required



## Workshop 3 November 2011 9.15am-12.45pm

- Interactive session with practical tips from businesses experienced in CSR.
- The topics discussed will reflect the interests and questions that have been highlighted by our members



## Summer 2012

- Annual reporting meeting with Heart of the City to find out how you are progressing and identify areas where you'd like further support
- Fill in our survey about your programme



## March 2012 - March 2013

- In your 2<sup>nd</sup> year as a Heart of the City member, your business can still access our sample materials and our collaborative network of over 330 businesses
- We will continue to meet you on a 6 monthly basis for the duration of the 2 year programme
- Take part in drill down sessions



## Graduation

- Graduate from the programme
- Join our alumni of over 330 businesses
- Join our Contributor businesses