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Heart of the City provides **free** support to businesses in the City of London and City fringes wanting to develop a Corporate Social Responsibility (CSR) programme. Whether your business is new to CSR and looking for start-up advice, or you want to develop your existing CSR programme, we will support and advise you on:

- What CSR actually involves
- Developing and implementing your CSR programme
- Maintaining the momentum of your existing CSR activities
- Maximising the business benefits of your CSR programme
- Measuring and communicating success

Building on the expertise and best practice of over 300 businesses, we will provide a bespoke programme of support tailored to suit your company's size, sector and experience.

Our Vision:
 to build CSR into the
 DNA of all City and City
 fringe businesses to create
 prosperous, healthy and
 sustainable
 communities.



Join our Programme

Free support for companies developing or expanding their CSR programmes

Tel: 020 7332 3643/3923 Email: info_heartofthecity@cityoflondon.gov.uk

Here's what we offer:



informal workshops

- hosted and facilitated by companies with experience in CSR



networking opportunities

- introductions to our network of over 300 businesses, each at a different stage on the CSR journey



mentoring support

- 1-1 guidance from a CSR Manager within a more experienced company, carefully matched to suit your business needs



materials

- practical resources, developed in collaboration with experienced businesses, to help you develop and communicate your programme. These include draft policies, top tips and useful templates



visits and signposting

- introductions to useful organisations and related events via the exclusive members' area of our website

"We have recently won a number of bids in which our CSR policy was identified as a differentiator"
Anjuli Sizeland,
Capco

Does this sound familiar?

- "Customers are asking about our environmental and community impact. Where do I start?"
- "I'm struggling to retain good staff. How can I improve my recruitment and retention rates?"
- "My staff are scared to walk home from the office at night. How can we improve the local area?"
- "Our IT trainee needs to develop his communication skills. Can employee volunteering help with this?"

"Inspiring and well-pitched; very beneficial to hear other companies' experiences"
Michael Cole-Fontayn,
Bank of New York Mellon

Our programme can help you answer these questions through a unique combination of:

- friendly and professional networks of business contacts
- a simple, jargon-free approach
- honest accounts from experienced businesses
- lots of free practical support and guidance

To find out more or to arrange an informal meeting contact us on: 020 7332 3643/3923
info_heartofthecity@cityoflondon.gov.uk

www.theheartofthecity.com

