



BE INVOLVED
IT'S YOUR BUSINESS TOO

What we've been up to



June 2009 - November 2011



A few words

As we reach the end of the ERDF funded Enterprising Bradford programme, it seems like a good time to reflect on our achievements of the past few years.

There have been lots

Be Involved has been around in one form or another since 2004. In that time we have become leaders in facilitating business engagement programmes and have developed a unique way of working with communities and businesses. The partnerships we form have longevity and sustainability because we strive to understand the needs of both the communities we work in and the businesses we work with, making and facilitating the right matches.

I hope you will enjoy reading some of the recent highlights. Like many similar projects, Be Involved is facing an uncertain future. Cuts in public sector funding mean changes to how we do business and an increased need for support from the businesses we work with. We recently launched the 'Be Our Friend' campaign which offers sponsorship opportunities to help us continue to deliver our work in some of the most disadvantaged communities of the UK. If you want to help Be Involved continue our projects, please get in touch.

Anthony Waddington
Be Involved Programme Manager



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Highlights at a glance

££££

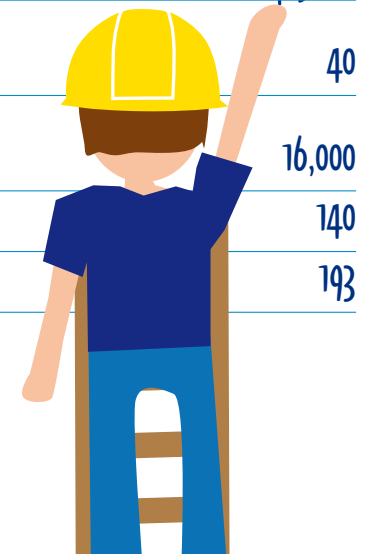
Be Involved core costs between June 2009 and November 2011 were £427,750.

Be Involved levered in cash and in kind donations of £1,138,560 – it was actually probably more than this... but because we make relationships between communities and businesses so sustainable, they go off and do their own thing without telling us.

We think this is great!

Some fancy figures

Team volunteers	3117
Social enterprises we have worked with to help them engage businesses	125
Businesses worked with to develop responsible business practices or give them business support	228
Investment levered in	£726,370
High school students engaged in enterprise activity	983
Primary schools that had major environmental improvements	40
Primary school children that have benefited from our project	16,000
Mentoring relationships established	140
Days of action in the community	193



Things we did

Be Boutique

We started Be Boutique in 2010 to engage businesses to work with Bradford charities. Four teams went head to head in partnership with their chosen charity shop to raise as much money as possible in one day. Together they raised a staggering £14,000 – a 700% increase on what the charity shops would normally have made.

Approach PR,
Bradford Chamber,
Incommunities,
Natwest

Christmas Appeals

In 2009 we launched our first Christmas appeal to help the most disadvantaged and vulnerable people at this special time of year. Since then, businesses have been involved in projects that have delivered food, toys and clothes hampers to over 600 families, sponsored 150 children to go to the pantomime and wrapped thousands of presents.



Sponsorships

← Be our friend!

Our first corporate sponsor, Provident Financial, came on board in 2011. As part of their Good Neighbour programme, Provident is sponsoring our team challenges and have paid for the Be Involved van for two years. Thanks to Provident for their invaluable support. Yorkshire Building Society will be joining Provident as one of our major donors in 2012.

Team Leader Training

We developed a new training package for businesses to send Team Leaders to learn about delivering team challenges in a community setting. The course has been a great success and has been approved by the Institute of Leadership and Management



British Science Festival

For the British Science Festival 2011, Exploring New Worlds, we were asked to develop inspirational projects with local businesses. During the festival week over 80 businesses worked with us on projects including the Thorite Rocket Challenge, House of the Future, Sound of Science and Fab Lab. Over 1000 people attended the events.

Including the Science Minister

Employment Projects

We have been working with Incommunities and 12 community organisations to help people get into training, volunteering, further education or to get a job.

Be Involved Awards

In April 2010 Be Involved celebrated the achievements of their business and community partners at the first annual Be Involved Awards. Over 100 people gathered at an event at Mind the Gap Studios in Manningham Mills.

The Award Winners:

Team Challenge of the Year – Yorkshire Building Society

Project of the Year – UKAR

Donation/Sponsorship of the Year – Provident Financial

Team Leader of the Year – Olga Rayner from Provident Financial

Community Champion of the Year – Lisa Davison from The Ravenscliffe Gateway

Individual Volunteer –Tory Moran from Yorkshire Building Society

Outstanding Achievement Award – Jane Vincent from Candelisa People Recruitment, Saleem Kader from Bombay Stores. For their commitment to various projects across the district and for setting up Positive Bradford.



Media

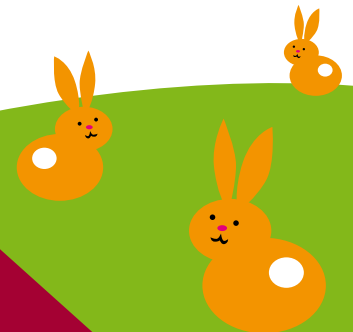
We have launched our social media campaign through a newsletter, Twitter, Facebook and LinkedIn.

We are connected with 1900 people and businesses.



Schools Programme

Our School Grounds programme uses business volunteers to develop outdoor learning areas in primary schools. Over 1500 volunteers have worked with 40 primary schools and Bradford Community Environment Project across Bradford District creating nature trails, performance spaces, school allotments and outdoor classrooms.



Success stories...

House of the Future

HOTF was developed as part of The British Science Festival 2011, as a partnership between Be Involved and The Bradford Property Forum. Over 60 businesses contributed time, materials and expertise to create one of the best attended exhibits at the festival. The project took a 19th century terraced house and showed how technology could be used to improve its environmental performance and meet the challenges of the 21st century.

Rex Proctor and Partners Ltd project managed the development and Rance Booth and Smith Architects led on designing the exhibition space. The house was visited by David Willets MP, the Science Minister, as well as local MP David Ward.

Pro Bono: £60,000
Businesses Engaged: 62
Donations: £25,000
Attendees: 850+



Holmewood Executive

The Holmewood Executive is an organisation dedicated to improving the Holmewood Estate, Europe's third largest housing estate with over 10,000 residents and levels of deprivation amongst the worst in the UK.

Be Involved brokered a relationship between the Holmewood Executive and Provident Financial. Provident funded two members of staff and provided a budget for work on the estate focusing on health and the environment.

Sponsorship: £60,000
Jobs Created: 2
Volunteers: 269



...and there's more!

Scholemoor Beacon

We successfully supported Scholemoor Beacon to apply for £20,000 from the Working Neighbourhoods Fund to establish an employment hub in the community centre. We connected Scholemoor with businesses and service providers, helping people with employment advice, training or further education, volunteering, self-employment and jobs.

We have also secured funding from the Provident Financial Good Neighbour programme and Sports Match to support the employment of Matthew Milnes, a sports development worker. In 2010, Matthew became the BBC Sports Personality of the Year Unsung Hero for Yorkshire and the Humber. With help from businesses such as Gordons LLP, the organisation will be completing a sports facility on the estate in early 2012.

Funding & Donations: £120,000
Businesses Engaged: 16
Employment Events: 5



Swain House Primary School

Swain House Primary is our flagship primary school environmental project. We succeeded in securing funding for the school from Awards for All and Bradford East Area Committee. Over the past three years, hundreds of volunteers from Yorkshire Building Society and teams from Caddick Group, ASDA and Sun Branding have joined teachers and pupils to create:

- School Allotments with planting beds for every class**
- School orchard**
- Nature trails with pond, woodland walk, bird hide, wildflower meadow and minibeast habitats**
- Outdoor classrooms and story circles**
- Container changing rooms and storage**

In addition MWH Global has funded solar panels for the roof of the school extension which provides educational facilities for children with profound hearing impairments. Over the coming year we will be building a sensory garden for the deaf with help from Yorkshire Building Society.

Funding secured: £27,000
Businesses Engaged: 9
Volunteers: 151



Be our friend

Let's talk about how we can start working together.
We're bursting with ideas about how you can support us and how we can support you in return.

Call 01274 230086

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