



# Making the Community **Your Business**

A Guide to Corporate Social Responsibility for Businesses

Corporate Social Responsibility (CSR) encompasses a broad range of interactions with your community. It means responsibly managing a business or an organisation's every day relationships with employees, consumers, shareholders, suppliers, governments, local communities and others in the wider society.

Corporate behaviour can offer direct benefits to your business. This guide will assist you in identifying activities to help you operate as a socially responsible business.

We can also support you in becoming socially responsible by:

- helping you identify your CSR opportunities
- putting you in touch with local community groups
- providing advice and support to create socially responsible actions.

Please contact us for more information.



## Fundraising and donating

**Why?** This is a brilliant way to raise awareness of your brand and attract new business. There are a range of charities and community groups across South Norfolk who would not only benefit from financial donations but also from your expertise, advice and skills.

**How?** The Help Hub can put you in touch with a range of charity groups who need support. Alternatively, you could always organise your own fundraising event or share resources such as free meeting rooms.

## Staff Volunteering



**Why?** You can contact us for some advice about setting up an employer supported volunteering scheme or you could use a number of companies who organise volunteering opportunities for businesses.

**How?** Volunteering is a useful and quick way for your business to build its profile and reputation. Community groups and charities are always looking for volunteers to help out. A great way to boost the morale of employees!



## Recruit from your local community

**Why?** Recruiting locally can lead to reputational benefits, positive publicity and business brand, and reduced staff turnover. It also helps to build relationships in your community.

**How?** Advertise your job vacancies locally and use local recruitment companies. We can point you in the right direction if you need help.



## Collaboration

**Why?** Collaborating with other local businesses and organisations can create innovation, opportunities for growth and savings. This supports the sustainability and vitality of the local economy as you are investing and buying locally.

**How?** Business forums and networking events are excellent ways of getting in touch with other local businesses and organisations. Our Economic Development Team can put you in touch with these groups.



## Employ an apprentice

**Why?** Building and developing your workforce by employing an apprentice is a brilliant way to help the local community and your business. It also helps young people to professionally develop.

**How?** Our Economic Development Team can help you find out more about apprenticeships. You can also access information on employing an apprentice on [www.gov.uk](http://www.gov.uk).



## Help the environment (and save some money!)

**Why?** We all know it's important to reduce your waste, re-use and recycle as much as you can. Not only does this help the environment, it will save your business money.

**How?** Provide suitable recycling facilities on-site for your staff. Encourage as much recycling as you can. South Norfolk Council provides a competitive commercial waste and recycling service to help with this.

## Mentoring



**Why?** Mentoring is a great way to share your valuable experiences to help develop others. Not only does it help the mentee, you as the mentor can develop your coaching skills.

**How?** Open up your workplace to those looking for experience. You could support work experience students or approach job clubs and job centres.

# Why does it matter?

According to research by a business-led charity who promote CSR, organisations could see a number of benefits linked directly to engaging in socially responsible actions.

**Organisational growth** - access to new markets, customers and partners

**Direct financial impact** - impact on financial performance e.g. reducing costs and improving access to capital

**Business opportunity** - new opportunities or innovation generation

**Brand value and reputation** - maintaining and enhancement of brand

**Employees and future workforce** - motivation of workforce and attracting and retaining talent

**Operational effectiveness** - improvements in practices and processes

**79%** of CFOs (Chief Financial Officers) thought CSR programmes added value by maintaining a good reputation.

**75%** of employees who considered their organisation to be showing responsible actions, exhibit higher levels of commitment.

**22%** of CEOs (Chief Executive Officers) cited they had access to new markets.

## Contact us

### Community Capacity Team

E: [communities@s-norfolk.gov.uk](mailto:communities@s-norfolk.gov.uk) T: 01508 533945

### Economic Development Team

E: [economicdevelopmentteam@s-norfolk.gov.uk](mailto:economicdevelopmentteam@s-norfolk.gov.uk) T: 01508 533921

### Help Hub

E: [earlyhelphubsouth@s-norfolk.gov.uk](mailto:earlyhelphubsouth@s-norfolk.gov.uk) T: 01508 533933