



LEADING WITH PURPOSE

Impact Report 2024



8.1 million people supported to thrive

OUR YEAR IN IMPACT AT BUSINESS IN THE COMMUNITY



Mary Macleod

Chief Executive

Business in the Community



[Click here to hear Mary's vision for BITC](#)

At Business in the Community, we believe in the power of business as a force for good.

As His Majesty The King's responsible business network, BITC has spent over 40 years driving positive change across workplaces, communities and the environment. Our network reaches nearly a quarter of the UK's workforce and we are committed to taking action that creates meaningful, lasting impact for people, places and the planet.

This year's Impact Report highlights how we are our social impact vision:

First, **we want every young person and jobseeker feels supported and has clear pathways into work.** The future depends on providing people with the opportunities they need to thrive, and this year we've helped thousands of people facing significant barriers into work.

Second, **we want every employer to invest in the skills necessary for today and tomorrow, creating workplaces where everyone can grow and reach their full potential,** regardless of their background. From our Race at Work Charter with over 1,000 businesses signatories, to our emerging work on AI, we continue to bring businesses together to champion and challenge for greater impact.

Finally, **we are committed to fostering a sense of pride and hope in every community,** with support to build and deliver a strong, collective vision of a fairer and greener tomorrow. We are currently driving real change on the ground in 16 places, with our ambition to transform 50 places by 2032.

I'm proud of what we've achieved this financial year with our network and passionately believe that, together, we can do even more at pace and scale to build a future where no-one is left behind, creating economic growth and prosperity in communities across the UK.

October 2024

“
Business in the Community's strength is in the network it convenes and in the pioneering and passionate individuals in business, who help to drive, inspire and engage others to do more.
”

HM King Charles III

December 2023





BITC'S YEAR IN NUMBERS

£90m of government funding

to overhaul Blackpool's housing market, part of its Levelling Up pilot and a principle ask from [The Blackpool Pride of Place Prospectus](#)

3,077 young people

benefited by BITC [Northern Ireland's Work Inspiration programme](#)

£643bn in revenue

represented by the CEOs and Board members interviewed and surveyed for our inaugural [State of the Nation report](#)

16 of the most challenged places

across the country, home to 4 million people, [being transformed by BITC and our network](#)

1,600 refugees

supported to improve employability skills, knowledge and understanding of the [jobs market](#) and confidence by 30 companies

14,000 children

given free access to healthy food in schools through BITC Northern Ireland's award-winning [Good Food Fund](#)

3,909 people

attended our [expert-led and peer-to-peer events](#)

646 mentees

matched with [Job Coaches](#), with 60% of those completing coaching going on to enter employment, education or training

500,000 additional employees

reached through the [Race at Work Charter](#), showing commitment by over 1,100 businesses to take seven steps to race equality

3,505 Barclays LifeSkills workshops

delivered across Northern Ireland, Scotland and Wales, providing free employability support and financial education, with 88% of participating pupils feeling more positive about their futures

24% of the UK workforce

reached through [BITC's network of businesses](#)

3,700 employees

at 122 organisations [trained or advised by BITC](#), with 80% of participants feeling more equipped to act on issues including inclusion, environmental sustainability, social impact and responsible business strategy



WE SUPPORT PEOPLE INTO WORK

We've committed to making sure that every young person and job seeker feels supported and has clear pathways into work, because work is a gateway out of poverty and to greater social mobility.

Our inaugural [State of the Nation](#) report showed that attracting and retaining talent is one of the top three challenges facing today's CEOs, with [73% of large businesses surveyed](#) now seeking more diverse talent.

For over 40 years, Business in the Community has worked with UK employers to ensure hiring practices are fair and inclusive, and with job seekers directly to give them the skills, access and confidence needed to create better working lives.

Delivering LifeSkills with Barclays

BITC is the charity delivery partner to Barclays LifeSkills programme in Scotland, Wales and Northern Ireland, an employability and financial education programme designed to unlock skills and employment opportunities for people of all ages.

Chantelle and her fellow pupils at Eastbank Academy in Glasgow participated through a series of interactive, tailored workshops, designed to equip them with essential skills beyond the school curriculum. These sessions focused on building core transferable skills such as networking, problem-solving, creativity, resilience and communication. The workshops also provided practical support in CV writing, money management, interview skills and managing their online reputations – vital skills for navigating today's world of work.

The programme received overwhelmingly positive feedback, with 9 in 10 pupils feeling more motivated, having improved awareness of their own skills and feeling more positive about their futures and career opportunities.

"I now know how to save money and present my CV and how to make it stand out. It has helped me learn new qualities and strengths about myself."

"I think the LifeSkills programme is really needed and should keep on going for younger generations as it really helped me with money matters, my CV and things we need to get a good job and have a good life"

Chantelle, Barclays LifeSkills participant

OVER 1.2 MILLION JOBS MADE MORE ACCESSIBLE THIS YEAR

Job Coaching towards a more inclusive future

BITC's Job Coaching programme plays a vital role in breaking down barriers to employment and fostering a more inclusive workforce by connecting UK businesses with jobseekers. This year, Better Through Total Collaboration (BTTC), a high-performance project consultancy and BITC member, joined the initiative.

As part of the Job Coaching programme, BTTC employees have volunteered their time to coach individuals facing barriers to recruitment, including refugees, long-term unemployed people and young jobseekers. These volunteers offer guidance and support, helping mentees build the skills and confidence needed to access meaningful employment opportunities.

Through their involvement, BTTC has gained a deeper understanding of the value of a diverse workforce and how it enhances business performance. Inspired by the success of the programme, BTTC is now actively exploring additional ways to support mentees from the coaching initiative within the business.

"Job coaching is a fantastic opportunity that benefits everyone involved. It supports our local communities by helping people gain employment, and it provides our employees with valuable training and coaching opportunities, enhancing their skills and offering the satisfaction of giving back. BTTC also benefits by aligning this initiative with our TOMs [social value] framework, supporting our CSR strategy, and reinforcing the values we hold dear.

We highly recommend organisations consider participating in this impactful programme."

Rhiannon, Operations Director, BTTC.

“

Being a responsible business, working with communities, making a difference, recruiting from those communities is super important... purpose is the future of business.

”

Steven Cooper OBE
CEO, Aldermore Group

"[One of the programme mentees] has improved her employability by effectively highlighting her skills and experiences on her CV, leading to her successfully applying for a role. She now approaches job applications and interviews with confidence and is open to learning new skills to help advance her career."

BTTC Job Coaching volunteer



[Click here to hear more about Aldermore Group and opportunities of responsible business](#)



WE CREATE FAIRER, BETTER WORK

We call on every employer to invest in the skills that are needed for today and for the future, creating workplaces where everyone has the opportunity to grow and reach their potential, regardless of their background.

Work can be a passport to a better, healthier, more prosperous future. Our [research this year](#) showed that creating better work and prioritising people could increase the UK's GDP by up to 17%. This shift is urgently needed, especially by those often marginalised in society, with Black and Black British people 35% more likely to experience common mental health problems in a given week than White British people.

Across inclusion, wellbeing and social mobility, we convene businesses for collaboration and innovation, communicate stories to inspire further action, challenge employers to act at pace and scale and advise businesses directly to accelerate their progress.

Supporting all employees to reach their potential

BITC's Age at Work Programme supported workers aged over 50 years to remain in or return to work to help them have enough income, stay connected and have a fuller working life.

In September 2023, Anna attended our Career, Health and Wellbeing event, seeking support to overcome challenges in her professional life, including imposter syndrome—a condition that causes persistent self-doubt despite experience and achievements.

Despite her strengths in line management and supporting others, Anna often struggled with confidence and neglecting her own self-care. The Mid-Career Review provided her with practical insights and valuable reminders on how to nurture her own wellbeing and career progression. The session reinforced concepts she was familiar with and introduced new strategies, particularly the importance of taking small steps to support personal development.

Thanks to the tools and prompts covered in the session, Anna was able to overcome self-doubt, strengthen her self-belief and embrace her capabilities, leading to renewed confidence in her career journey.

"I now feel more confident to ask for more information and explanation when I need it; I've learned that I have more resilience than I thought too. I would recommend The Mid-Career Reviews, as I have taken a lot from them."

Anna, Mid-Career Review Participant



7 MILLION SUPPORTED TO THRIVE IN WORK THIS YEAR

Helping employers to create thriving workplaces

BITC member Assurant is committed to supporting employee health and wellbeing through initiatives such as its Wellbeing Champions network. To help ensure their success, BITC's expert Wellbeing Advisory team held a tailored workshop on 'Maintaining and Enhancing Effective Wellbeing Networks', followed by a discussion with senior stakeholders. The session addressed crucial elements such as defining the network's aims and purpose, governance, structure and capacity, equipping Assurant with the tools to embed wellbeing throughout the organisation.

Assurant's Wellbeing Lead is now able to confidently manage a network of colleagues, increasing knowledge and awareness of Assurant's Wellbeing strategy across different levels and functions of the business. More than just a support network, the Wellbeing Champions initiative has also become a vital communication channel, fostering a culture of listening and feedback that continues to shape and improve Assurant's strategic approach to wellbeing.

With nearly 200 members spanning nine European countries, the Wellbeing Network has grown to be a powerful force within Assurant. Armed with insights from BITC's workshop and over a year of hands-on experience, the senior leadership has now articulated a clear and inspiring vision for how the network will enhance the working lives of colleagues.

Assurant were delighted to receive external recognition for their wellbeing efforts by being certified as a Best Place to Work for Wellbeing in 2023.

"We have worked very closely with BITC over the years to develop our Wellbeing strategy. The development of a Wellbeing Champions network was the natural next step for us. Our Wellbeing Advisory team provided guidance and support all the way through, from creating a business case to holding our first network meeting. The materials and supporting documents were easy to understand and the workshop provided our team the opportunity to discuss lots of different issues in a safe and supportive environment. This gave us the ideas and structure to create our own network with greater confidence.

We would not be as far ahead as we are without the support of BITC and specifically our Wellbeing Advisory team."

Assurant



The thing I love about BITC is that it gives us access to the thinking and ideas of thousands of other organisations around the UK.



Susan Allen OBE

CEO, Yorkshire Building Society

[Click here to hear more about Yorkshire Building Society and how BITC creates impact together](#)



WE TRANSFORM COMMUNITIES

We aim for every community having a shared sense of pride and hope, with support with building and delivering a strong, collective vision of a fairer and greener tomorrow.

There is an inextricable link between the success of businesses and the prosperity of their local communities. Businesses flourish when their employees, consumers and communities are optimistic and supported to succeed and places thrive when the local economy grows.

BITC transforms places into communities that thrive socially and economically, working collectively for a meaningful, shared outcome. Our Place programme creates a common agreement of the challenges, opportunities and solutions in some of the UK's most deprived areas and draws on the strengths of everyone in that community, from businesses and local government to community organisations.



Delivering a Just Transition to a Net Zero future

BITC's Community Climate Fund empowers businesses and communities to collaboratively address the twin challenges of the climate crisis and the rising cost of living. This year, we've awarded our first grants to community projects that deliver tangible environmental, social and economic benefits to local areas.

One of the recipients is Victoria Primary School in Keighley, Bradford, a community facing significant socio-economic challenges. With a £10,000 grant, the school is transforming a donated bus into a multifunctional kitchen and learning space. This new facility will offer adult education programmes and serve as a vital community hub, helping to build skills and support the wider school community.

In Middlesbrough, Grangetown Primary School and Normanby Primary School each received £2,500 to launch a student-led refill station initiative. This project, in partnership with Ecologico UK, will provide environmentally friendly household products and toiletries, offering essential support to the families of over 700 pupils, including 300 children eligible for free school meals. By allowing families to purchase smaller quantities tailored to their budgets, the initiative not only promotes sustainability but also eases the financial pressure on low-income households.



[Click here to find out more about our work transforming places, including Newport](#)

4 MILLION PEOPLE LIVE IN PLACES CURRENTLY BEING TRANSFORMED BY BITC

The Good Food Fund

According to the [Joseph Rowntree Foundation](#), “nearly one-in-five people in Northern Ireland are living in poverty, including more than 100,000 children, and 1 in 14 households are in food insecurity.”

BITC Northern Ireland’s award-winning Good Food Fund was created to tackle this growing issue of hunger among primary school children. With an ambitious target to reach over 10,000 children, the Fund exceeded expectations, supporting more than 14,000 children across 55 schools.

The Good Food Fund offered businesses a structured platform to collaborate and deliver essential support, ensuring that help reached those in need quickly and efficiently. The funding was directed towards key activities designed to improve access to nutritious food, including:

- Establishing and expanding school breakfast clubs, giving children a healthy start to their day with nutritious meals.
- Providing healthy ‘grab and go’ baskets, filled with items like breakfast bars and fruit, placed in classrooms and high-traffic areas for easy access throughout the day.
- Supplying essential white goods, such as fridges and toasters, to ensure schools had the facilities needed for safe food storage and preparation

The project’s success was recently recognised by the Chartered Institute of Fundraising, winning the prestigious Fundraising Campaign of the Year award.

“The biggest change we have seen is how the pupils respond to their activities on a Monday. They are given the opportunity to chat and talk about their weekends; they can relax into the week and the immediate pressure of learning is removed after what can be a stressful time for some of our pupils.”

“There has been an increase in attendance at Breakfast Club, and we see an improvement in conversational and social skills. It is also beneficial for parents as an additional form of childcare making mornings less stressful for both parents and children.”

The Good Food Fund beneficiary





WITH SPECIAL THANKS

Business in the Community would like to offer a special thanks to every business we work with and to the senior leaders from across our network who continue to support shape and lead our movement:

Business in the Community Board of Trustees

Peter Harrison (Chair)	Lucinda Charles-Jones
Dame Alison Rose (Vice Chair)	Vicky Davies
Jane Ashcroft CBE	Richard Hutton
Zahra Bahrololoumi CBE	Jeremy Pocklington CB
Raman Bhatia	Keith Weed CBE

The King's Seeing is Believing Council

John Studzinski CBE (Chair)	Christine Hodgson CBE	Lord Mark Price
Lord Allen of Kensington CBE	Dame Vivian Hunt	Bob Wigley
Zahra Bahrololoumi CBE	Sir Richard Lambert	Paul Lewis
Sir William Castell LVO	Allan Leighton	

Business in the Community Fellows

Roy Adair CBE	Dame Vivian Hunt	Lord Rose of Monewden
Lord Allen of Kensington CBE	Antony Jenkins CBE	Sir Anthony Salz
Sir Dominic Cadbury	Sir Richard Lambert	Chris Satterthwaite CBE
Sir William Castell LVO	Allan Leighton	Peter Simpson
Sir Ian Cheshire	Lord Sandy Leitch	Dame Cilla Snowball
Sir Anthony Cleaver	Jonathan Lewis	David Soanes
Sir Jeremy Darroch	Peter Mather	John Spence CBE
Sir Peter Davis	Baroness Ruby McGregor-Smith CBE	John Studzinski CBE
Paul Drechsler CBE	Dame Helena Morrissey	Truett Tate
Dame Jayne-Anne Gadhia CVO	John Neill CBE	Baron Timpson OBE DL
Alex Gourlay	Marco Pagni	John Varley
Christine Hodgson CBE	Lord Mark Price CVO	Anne Watts CBE
John Holland-Kaye	Sir Michael Rake	Bob Wigley
Steve Holliday		John Williams

We would also like to thank our Issue Leadership Teams, and National and Regional Leadership Boards for leading our work on these important issues.

[Find out more about our Leadership Teams.](#)

Business in the Community Leadership Council



[Click here to find out more about our Leadership Council from Andrew Masraf, Senior Partner at Pinsent Masons](#)

Alex Baldock, CEO at Currys plc
Hywel Ball, UK Chair and UK & Ireland Regional Managing Partner at EY
Dame Amanda Blanc, Group CEO at Aviva
Andy Briggs MBE, Group CEO at Phoenix Group
Roger Bull, Managing Partner at Burges Salmon
Simon Carter, CEO at British Land
Steven Cooper CBE, CEO at Aldermore Group
Michael Davison, Deputy CEO at Hogan Lovells
Susan Davy, Group CEO at Pennon Group
Sean Doyle, CEO at British Airways
Emma Gilthorpe, CEO at Royal Mail
Malcolm Gomersall, Partner, CEO at Grant Thornton
Lawrence Gosden, CEO at Southern Water
Julie-Ann Haines, CEO at Principality Building Society
Matt Hammerstein, CEO at Barclays
Steven Henderson, Group CEO at Wheatley Group
Colm Holmes, CEO at Allianz Holdings
Mark Horsley, CEO at Northern Gas Networks
Stephanie Hyde, UK CEO and EMEA CEO of Markets Advisory at JLL
Richard Iferenta, Partner, Vice Chair at KPMG
Carlos Jaureguizar Ruiz-Jarabo, CEO at Bupa Global, India and UK
Alisa King, Chief Commercial Officer at Marsh McLennan UK
Louise Kingham CBE, Senior Vice President, Europe and Head of Country, UK at bp plc
Parminder Kohli, Chair at Shell UK Ltd
Andrew Masraf, Senior Partner at Pinsent Masons
Tunde Olanrewaju, Managing Partner, UK, Ireland & Israel at McKinsey & Co
Alex Vaughan, CEO at Costain

“

The impact that businesses can have when they work together to address the inequalities faced by so many in the UK is a powerful lever for change.

”

Peter Harrison
Group CEO, Schroders plc
Chair, Business in the Community





OUR NETWORK FOR CHANGE

“

The value of the Business in the Community network is that we get to connect with other businesses, share some of the great things we're doing, learn from each other, help us amplify our voice and do even more good together.

”

[Click here to hear more about Greggs and BITC create impact](#)

Roisin Currie
CEO, Greggs

“

BITC helps my organisation drive change by bringing together opportunity with aspiration. There's a huge amount of goodwill and desire to do things, but working out the most effective way to deploy that energy, that enthusiasm, BITC is fantastic in that.

”

Paul Lewis,
Firmwide Managing Partner Linklaters

“

Working with BITC, I have seen the challenges so many are struggling to overcome across education, skills and social mobility. I believe that by working together, we can break down these barriers and create positive, long-lasting change.

”

Zahra Bahrololoumi CBE,
EVP & CEO, Salesforce UK & Ireland

Become part of the largest network of purposeful leaders transforming lives and helping our planet and communities thrive.

[Join us](#)