



The Prince's
Responsible
Business Network



Legacy and Growth

THE POWER OF THE 40TH ANNIVERSARY YEAR

www.bitc.org.uk



FOREWORD



It was a wonderful year, and an inspiring and fitting way of celebrating our forty-year history. It has set the focus for the next anniversary, and for me, it has been an incredible time to join the organisation as its Chief Executive.

I look forward to building on this legacy and continuing our work driving greater social and environmental impact.

Thank you,

Mary Macleod
Chief Executive

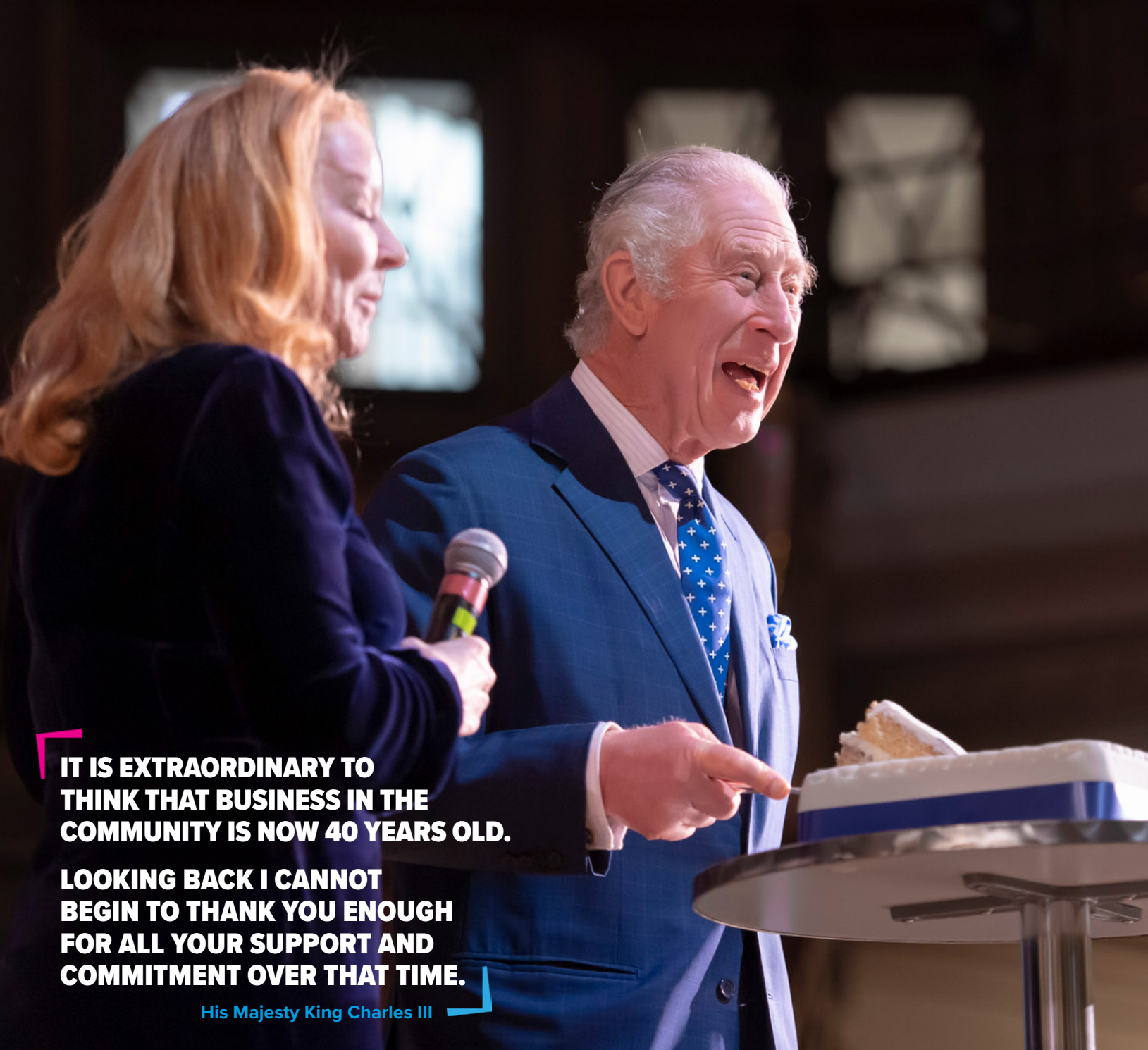
Thank you all for your hard work and support throughout 2022. We are delighted to share with you a review of our 40th anniversary year. It was a fabulous, high-profile year of activity including events, research and campaigns which have already delivered tangible results. The year has left an exciting and powerful longer-term legacy which we are now ready to build upon.

We set out to achieve our four key objectives of GROWTH, IMPACT, LEGACY and PROFILE. We sought not only to grow but to engage more businesses to create **a stronger network, deeper connections and partnerships** with business, government, partners and opinion formers. We raised the profile of responsible business by creating a **mechanism to share responsible business stories** and we underpinned all activity with the catalyst to **drive strategic action**. We inspired business leaders to take action and provide support and resource into communities, and we created new and valuable leadership opportunities and relationships.

**IT IS EXTRAORDINARY TO
THINK THAT BUSINESS IN THE
COMMUNITY IS NOW 40 YEARS OLD.**

**LOOKING BACK I CANNOT
BEGIN TO THANK YOU ENOUGH
FOR ALL YOUR SUPPORT AND
COMMITMENT OVER THAT TIME.**

His Majesty King Charles III



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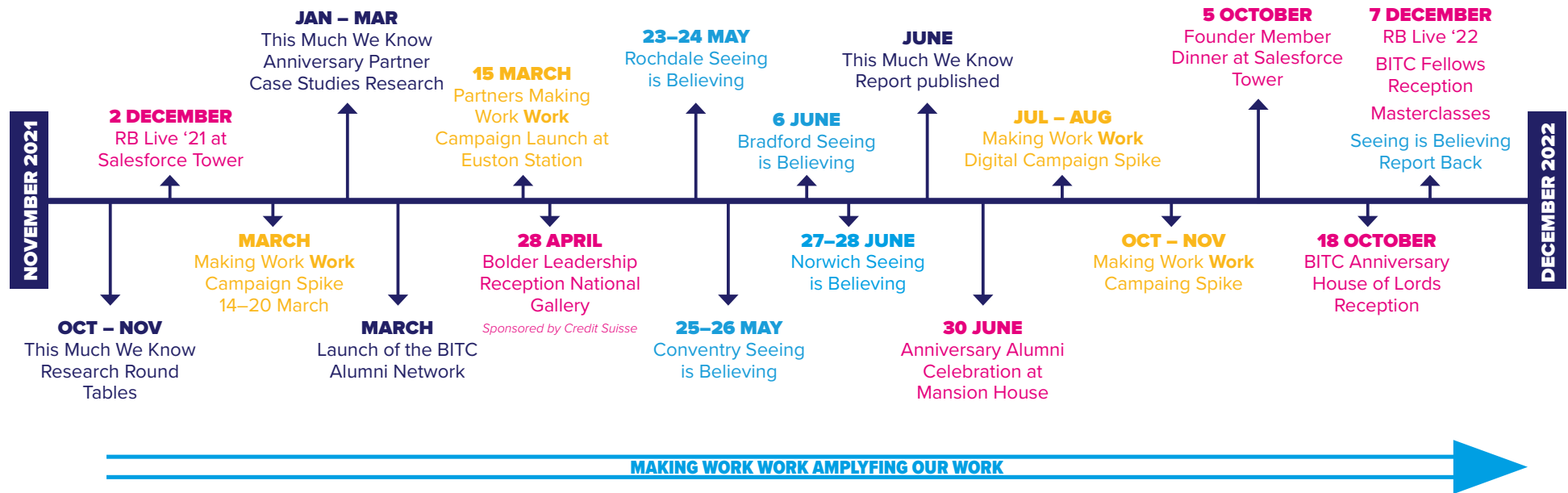
His Majesty King Charles III

DURING OUR
40TH ANNIVERSARY
YEAR ...

The impact of the 40th Anniversary Year

A graphic with a blue and purple gradient background. It features a white play button icon in the top right corner. The text "DURING OUR 40TH ANNIVERSARY YEAR ..." is centered, and "The impact of the 40th Anniversary Year" is at the bottom.

WHAT A YEAR! AT A GLANCE



WHAT A YEAR! AT A GLANCE

At the start of the year, we set out to achieve four key objectives, and collectively, our colleagues, members and partners made possible . . .

. . . A STRONGER NETWORK

We saw our network **grow in strength** with it now employing nearly **20% of the UK's workforce**

- Our Advisory team working with **406 organisations**
- **4,200+** business leaders joined our events

See page 5

. . . THE POWER OF SEEING IS BELIEVING TO DRIVE STRATEGIC ACTION

Refocused **The Prince's Seeing is Believing** programme on our Place strategy with an emphasis on:

- **Bradford, Coventry, Norwich, Rochdale, Blackpool, Lowestoft, Sheffield and Wisbech**
- More than **80%** of business leaders on the visits now taking further action

See page 6

. . . A MECHANISM TO SHARE RESPONSIBLE BUSINESS STORIES

Making Work Work our first out-of-home and UK-wide digital BITC brand national campaign had a reach of:

- Out of Home: **150.97 million** adult views
- Organic and paid-for social media campaigns had a reach of **30 million+**
- BITC's **The Lens UK Responsible Business** podcast consistently sits in the **top 20%** of UK business podcasts

See page 7

. . . DEEPER CONNECTIONS AND PARTNERSHIPS

BITC Alumni launched with:

- **500+** colleagues, members and associates
- **350 associates** contributed to our history **This Much We Know** publication
- Convened the **30 Founding Members** of BITC
- Reengaged **160 MPs, Peers and Civil Servants**

See page 10

LEGACY

profile

IMPACT

growth

impact

GROWTH

legacy

PROFILE

A STRONGER NETWORK

We continued to **grow our membership** despite very tough external conditions and **deepened engagement** with our existing members by providing various new events and campaign opportunities with which they could engage. We engaged with non-members and **created new relationships and connections.**

WHAT WE DID

- We created an exciting schedule of different events throughout BITC's 40th Anniversary year bringing together leaders, members and potential new members, practitioners, future leaders, parliamentarians and our alumni staff, partners and friends who have been part of the story. Events included: RB Live x 2 (2021 – launching the year; 2022 – closing the year), Bolder Leadership Reception, *Seeing is Believing* visits, masterclasses, membership hubs, Anniversary Alumni Celebration, Founder Member Dinner and the House of Lords reception
- Inspired members to engage in more activity with BITC including **storytelling** through *Making Work Work* campaign, demonstrating their responsible business journey through *This Much We Know*, attend a *Seeing is Believing* and other events as well as joining Leadership Teams and Taskforces and partnering on our campaigns
- Recognised our **Founder Member** group and created new relationships with senior contacts

IMPACTS AND OUTCOMES

- We saw our network grow in strength with it now employing nearly **20% of the UK's workforce**
- We raised the profile of **30 Founding Member companies**, recognising their importance on our digital channels and by bringing them together for a Founding Member Dinner and appointed **40 Fellows**, committed to help drive the mission, actions and impacts of BITC forward personally and through their businesses
- Our Advisory team worked with **406 organisations** to help them strengthen their responsible business actions in specific areas of work
- **4,200+ business leaders** joined our events, and based on their feedback, we are shaping [our events](#) for the future
- Based on commitments and the leadership from our members, we reactivated our **National Business Response Network** as part of our newly-launched [cost of living campaign](#)

KEY LEARNING: We found a real appetite for c-suite business leaders to come together, to network, to listen and to take action. We will provide more opportunities to enable this going forward.



THE POWER OF SEEING IS BELIEVING TO DRIVE STRATEGIC ACTION

The Prince's Seeing is Believing programme, established in 1990 by our founding patron, King Charles III, was born from a simple but powerful belief that the best way to close the gap between the boardroom and the community was to take business leaders out to the communities themselves. The 40th Anniversary year provided a vehicle for us to reinvigorate this important initiative, driving commitment and change from the top of organisations across the UK.

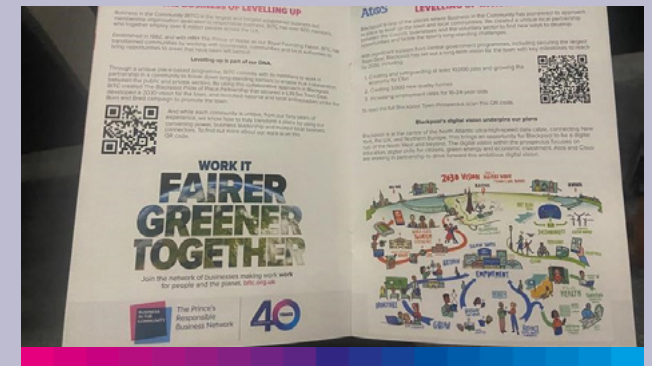
WHAT WE DID

- We committed to five *Seeing in Believing* visits during our Anniversary year with the following themes:
 - Bradford – The need for a thriving and diverse SME community and the interventions needed from business
 - Coventry – Tackling inequality, unemployment and deprivation by making sure support is accessible to all
 - Norwich – Businesses' role in building resilient and connected communities
 - Rochdale – Understanding and overcoming barriers to employment
 - Northern Ireland – Promoting sustainability and employability (additional to the initial Seeing is Believing plan)
- Re-purposed public affairs strategy and our relationship with APPG on corporate responsibility

IMPACTS AND OUTCOMES

- **More than 80% of business leaders** now taking further action following a *Seeing is Believing* visit
- Five visits completed with **61 leaders** involved, who committed to a pre-visit dinner, a full day of visits to four different locations, and the *Seeing is Believing* feedback event
- With the changing role of our Royal Founding Patron, the founder of The Prince's Seeing is Believing programme, HM The King, we established the **Seeing is Believing Council** which will ensure that the values and prestige of the programme are maintained and sustained. Many have used the visits to drive campaigns they have personally led for BITC.
- We have secured funding from **Salesforce** to run the *Seeing is Believing* programme for the next three years
- We have set a target of engaging **250 business leaders** to join the visits over the next three years
- Planning for visits in Blackpool, Coventry, Newport and Sheffield are already underway

Read more in the full [Seeing is Believing Report](#)



“We need to make ourselves more available and accessible, we need to be embedded in the community. Therefore, any decent business leader will do more than just pay lip service to this matter, they will work hard to put the community and the people who live there at the heart of everything they do.”

Allan Leighton Chairman, The Co-operative Group, Pizza Express, Element, Simba and BrewDog

A MECHANISM TO SHARE RESPONSIBLE BUSINESS STORIES

The Anniversary year provided a significant opportunity to review how we talk about responsible business in a simpler way – one that appeals to everyone. Integrating our history into our narrative and sharing the impact of our work more clearly has driven a new approach to storytelling to share what members are doing to make work work for people and the planet.

WHAT WE DID

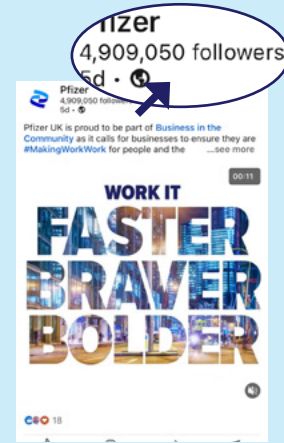
- Researched the collective impact of BITC, of our Royal Founding Patron and our Members to consolidate our history through This Much We Know and created a Timeline on our website
- Worked with creative agency, mFuse, to develop a simplified approach to talking about responsible business
- Developed a commercial/probono agreement with media partner JC Decaux for an Out-of-Home campaign which spiked at key moments of the year
- Created a 'paid for' social campaign that spiked in line with our out-of-home campaign
- Worked with our Anniversary Partners to share their stories throughout the year
- Created agreements with additional members – Making Work Work Partners – to share responsible business stories on their behalf and, in turn, activate their social networks, online platforms and media channels to extend the reach of the campaign
- Created a partnership with Global
- We incorporated the campaign language in the questioning for The Lens UK Responsible Business Podcast

IMPACTS AND OUTCOMES

- New language created asking companies to go **FASTER, BRAVER** and **BOLDER** in their responsible business actions as they demonstrate how they are being **FAIRER and GREENER**, and **working TOGETHER** with others for the benefit of people and the planet
- We reached **150.97 million** people through our Out-of-Home campaign and **2.3 million** via our targeted 'paid for' social media campaigns
- Throughout the anniversary year, our social followers increased by **24%** in 2022 vs 2021 and we have seen an uplift in our newsletter subscribers
- Visits to our Join Us page had an increase of **60%**
- Inspired/prompted other members to take practical action and share the campaign bringing it to scale, with a further reach of **42.79 million** and developed **18 case studies** with our *Making Work Work* Partners
- Researched five in depth studies with Anniversary Partners about the impact of our partnership
- In partnership with Cranfield University we published the consolidated history of BITC in our *This Much We Know report*
- We saw an increased interest in BITC in our national media and press features in 2022 compared to 2021 by more than **10%** (which included articles on a number of topics such as race in the workplace, childcare costs and flexible working)

KEY LEARNING: With a simple single proposition for the whole organisation we have gained a huge amount of insight into which social platforms and times work best for BITC and how to provide greater value for us as well as members. We saw increased engagement with members choosing to sharing it actively on their channels and as a result developed more in-depth way to work with them.

A MECHANISM TO SHARE RESPONSIBLE BUSINESS STORIES



BE PART OF THE PRINCE'S RESPONSIBLE BUSINESS NETWORK

BUSINESS IN THE COMMUNITY
The Prince's Responsible Business Network

JOIN THE NETWORK OF BUSINESSES MAKING WORK **WORK** FOR PEOPLE AND THE PLANET

With thanks to the support of our



**WORK IT
FASTER
BRAVER
BOLDER**

Join the network of businesses making work work for people and the planet. bitc.org.uk

With thanks to our A&P Anniversary Partners:

**WORK IT
FAIRER
GREENER
TOGETHER**

Join the network of businesses making work work for people and the planet. bitc.org.uk

With thanks to our A&P Anniversary Partners:



DEEPER CONNECTIONS AND PARTNERSHIPS

Our partnership approach to the Anniversary year enabled us to build new, and strengthen existing relationships, with others. It was one of the few times we rallied support around the core brand of BITC rather than a single campaign or programme within it. We have learnt much from this approach and were delighted by the commitment and extremely grateful to every member and partner that supported us.

WHAT WE DID/WILL DO

- Reviewed and reconnected with people and members who have played an important role in the life of Business in the Community over the past 40 years and explored how we could raise the profile of those partnerships
- Explored how to utilise the power and knowledge of those who have been associated with BITC for the longest
- Re-engaged with BITC's ex-colleagues and partners, and those who have worked for the organisation for more than eight years to form a connected group of individuals through our *Alumni*
- Explored new partnerships with creative, media and awarding organisations
- Our Responsible Business in Action Regional events will take place in the first quarter of 2023 and will convene more than 500 business leaders across the UK to celebrate and showcase the impact BITC and our members have had in local communities and inspire others to take action

IMPACTS AND OUTCOMES

- Convened the **30 Founding Members** of BITC
- Recognised **40 Fellows**, being business leaders who have made an outstanding contribution to BITC, to be advocates and inspirers for the charity
- Reengaged **160 MPs, Peers and Civil Servants**
- Created the first UK **Seeing is Believing Council**, from previous key leaders, to ensure an ongoing means to uphold the King's values for the programme and retain its prestige and profile
- Established the **Alumni Network**, individuals who worked with us as well as people who worked for us, which has reached **500+ people** actively engaging and joining networking events
- Established very positive working relationships with mFuse, JC Decaux, Global and the British Business Excellence Awards, all of whom are keen to continue to work with BITC in 2023 and beyond

KEY LEARNING: Build on opportunities for fewer but focused overarching partnerships to drive engagement into BITC.





WHAT A YEAR! AT A
GLANCE

A STRONGER
NETWORK

THE POWER OF SEEING
IS BELIEVING TO DRIVE
STRATEGIC ACTION

A MECHANISM TO
SHARE RESPONSIBLE
BUSINESS STORIES

DEEPER
CONNECTIONS AND
PARTNERSHIPS

ONWARDS AND
WORKING TOGETHER

With thanks to all of our Anniversary Partners:



DIAGEO



M&S
EST. 1884



And a special thank you to our media and creative partners:



The Prince's
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Business in the Community

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