

RESPONSIBLE BUSINESS

Developing broader corporate responsibilities



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Supporters' Network Webinar
GREATER MANCHESTER GOOD EMPLOYMENT CHARTER

NEW SUPPORTERS'

The Charter welcomes 8 new Supporters' to the movement



- Carrs Pasties Ltd
- North West Employers
- Howorth Air Tech
- Sitedesk Ltd
- A Connolly Ltd
- Shaping Cloud Ltd
- Sporting House
- Broughton House Veteran Care Village

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Supporters' Network Webinar
GREATER MANCHESTER GOOD EMPLOYMENT CHARTER

SPEAKERS

- Ian MacArthur, Head of the Charter Implementation Unit
- John Quinton-Barber, Founder of Social
- Alice Kinder, Solicitor at Anthony Collins Solicitors
- Courtney Lockyer, Corporate Responsibility Asst. Manager at

KPMG



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GREATER MANCHESTER GOOD EMPLOYMENT
CHARTER



SPEAKER

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OUR FIRM

Founded in Birmingham in 1973 by Anthony Collins

Health and
social care

Education

Social housing

Charities

Local
government

Social business

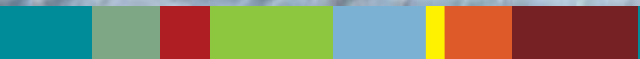
Private
individuals



OUR SOCIAL PURPOSE

Social purpose is at the heart of everything we do

Ranked in the top tiers for all of the sectors we specialise in



OUR ETHOS

“improve lives, communities and society”

Purpose-driven

Respect

Build
relationships

Delivery
excellence

Demonstrate
integrity



THE ETHICAL BUSINESS PROJECT



BACKGROUND

Growing shift from UK businesses to become more ethical

Effects of the COVID-19 pandemic

Doing business and meeting wider social needs are linked

OUR FINDINGS

The Ethical Business Project
theethicalbusinessproject.com

Anthony Collins
solicitors



- + Improving ethnic diversity in the workplace
- + Improving staff welfare, engagement or ownership

- Risk to market reputation
- Recruitment difficulties
- Negative impact on staff wellbeing

Ethical business influences

Covid-19, Black Lives Matter and climate change are the biggest driving factors in businesses becoming more ethical

Pressure

87% of senior decision-makers report feeling pressured to transition their business to becoming more ethical



Nine in ten businesses committed to becoming more ethical



BLACK LIVES MATTER



Financial viability is biggest barrier for businesses aiming to become more ethical

90% of business leaders predict negative effects on their businesses should they not become more ethical



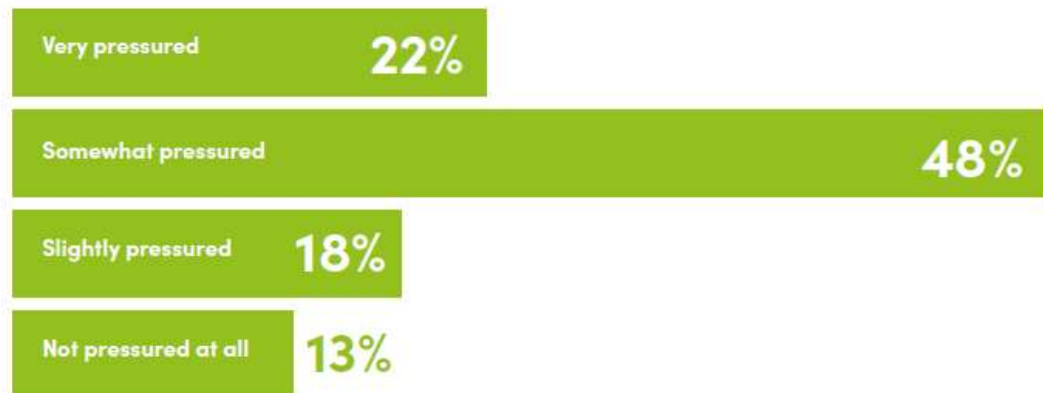
Ethical



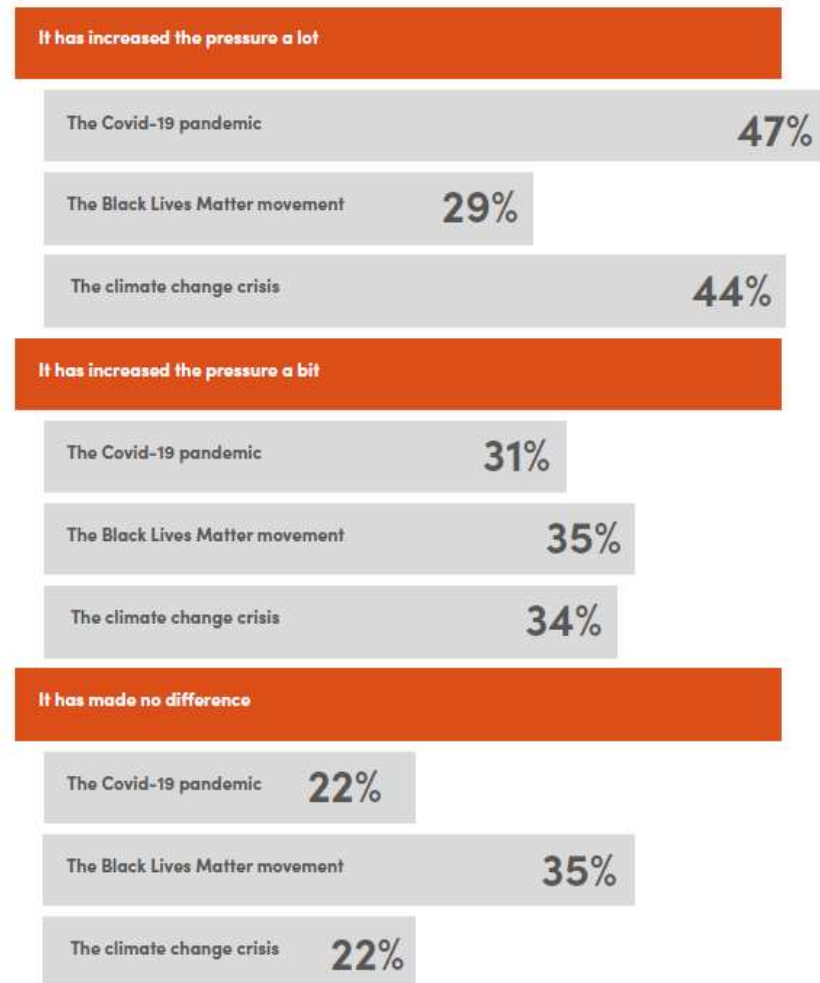
Which of the following statements best describe your business?



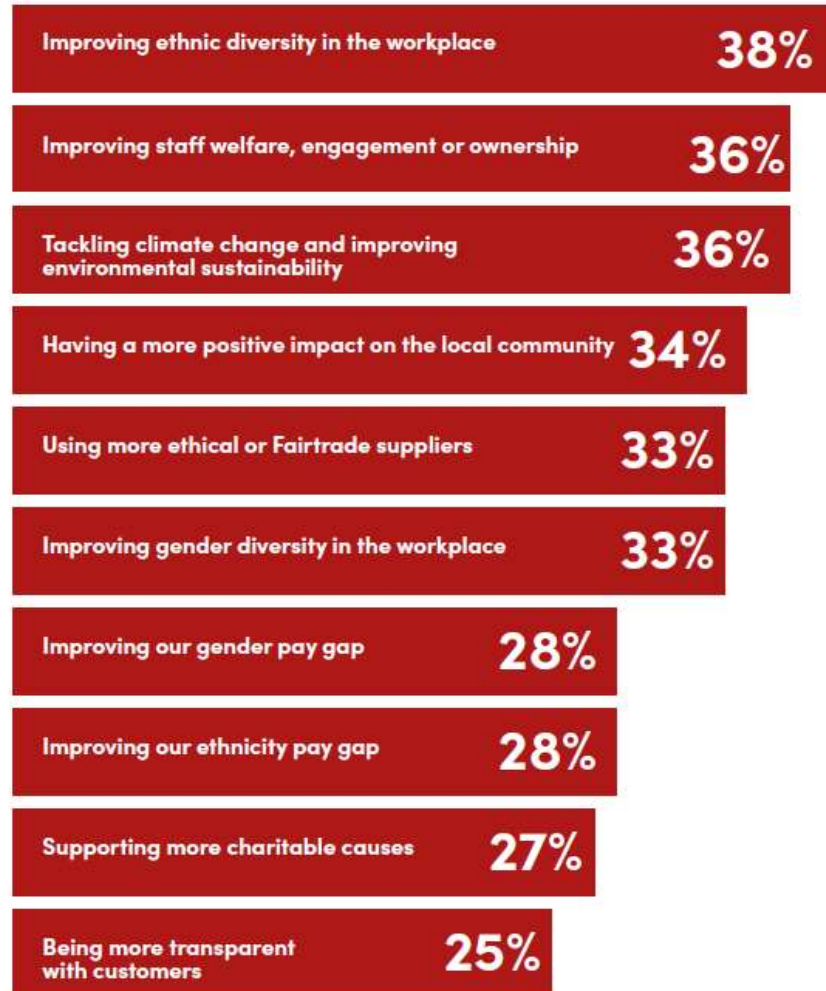
To what extent do you feel pressured to transition your business to becoming more ethical?



To what extent have the following increased pressure on your business to become more ethical?



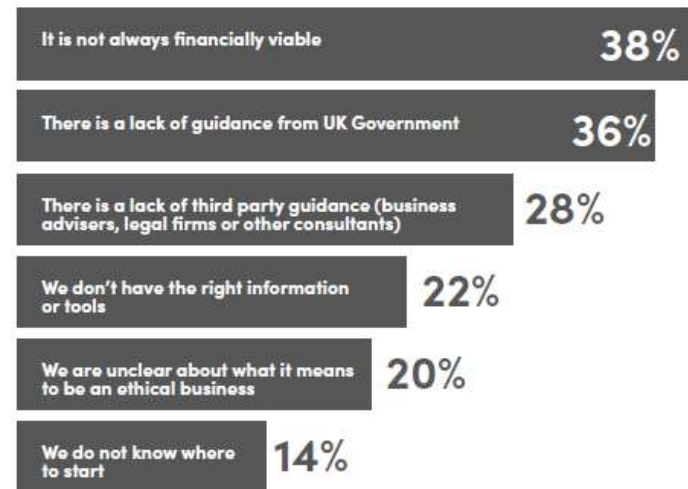
What are the main ethical areas your business is looking to improve in?



What do you see as the likely negative effects on businesses like yours if they do not become more ethical?



What do you believe are the biggest barriers to being a more ethical business?



WHAT CONSTITUTES GOOD EMPLOYMENT?

Moving from the minimum

Dealing with cultural change

Changing employment for the better

www.theethicalbusinessproject.com





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QUESTIONS?

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Corporate Responsibility at KPMG

Courtney Lockyer

April 2021

Our approach to Corporate Responsibility

We believe that responsible, diverse and inclusive businesses are more successful. Being responsible means **acting responsibly in the context of our work, our people, and the communities we operate** in. This in turn helps us: to attract, develop and retain the **talent** that underpins our success, to better understand and help our **clients**, and, to **build public trust** and protect our brand.

Our Corporate Responsibility programme focuses on the areas where we believe we can have the most impact. **At KPMG, we aim to boost social mobility, tackle disadvantage through our charitable work and take positive climate action.**

Our impact spans the UK, focussed on the areas where we operate and the need is most acute such as social mobility cold spots and Opportunity Areas.

Covid-19 has had an impact on all parts of our business and across the communities we operate in. The crisis has shone a spotlight on inequality and crystallised the importance of **building back better - socially, economically and environmentally.**

As we move to the new reality we are committed to driving positive change; not accepting a lost generation and seizing the opportunity for climate change to be at the heart of business strategy.



Education and Lifelong Learning

- Boosting critical basic skills and in turn driving social mobility - enhancing our leader position on numeracy and literacy
- Flagship projects include our role as Founding Supporter of National Numeracy Day
- Extensive place-based programme developing essential skills for lifelong learning using the Skills Builder framework



Engagement

- Positively influencing the public policy and business landscape, as well as our employees, clients and suppliers in relation to our strategic aims
- Engaging clients and suppliers with KPMG's CR approach
- Co-founder of the Vision for Literacy Business Pledge
- Bringing businesses together as a Cornerstone Employer in areas of lowest social mobility across UK



Strategic philanthropy

- Improving opportunities and quality of life for the hardest to reach groups in the UK
- Supporting our National Charity, the NSPCC, to help ensure every child gets a fair start in life
- Our regional offices support local charities in line with our strategy
- The KPMG Foundation seeks to improve educational and social outcomes for young people from disadvantaged backgrounds



Environment

- We are committed to reducing our emissions - both our direct impact and in our supply chain - and have set science-based targets to achieve Net Zero by 2030
- Working with our clients, suppliers and workforce to drive real and sustainable environmental change
- Managing our own use of natural resources and setting new biodiversity targets for our business
- Working with stakeholders and communities around the UK to encourage sustainable business practices

Build back better: Our place-based approach

Regional inequality across the UK is a major concern, which is why we take a place-based approach to target areas of greatest need.

We know 'levelling up' and place-based engagement will be of increasing importance in the aftermath of COVID-19 as we seek to address inequalities the crisis has compounded.

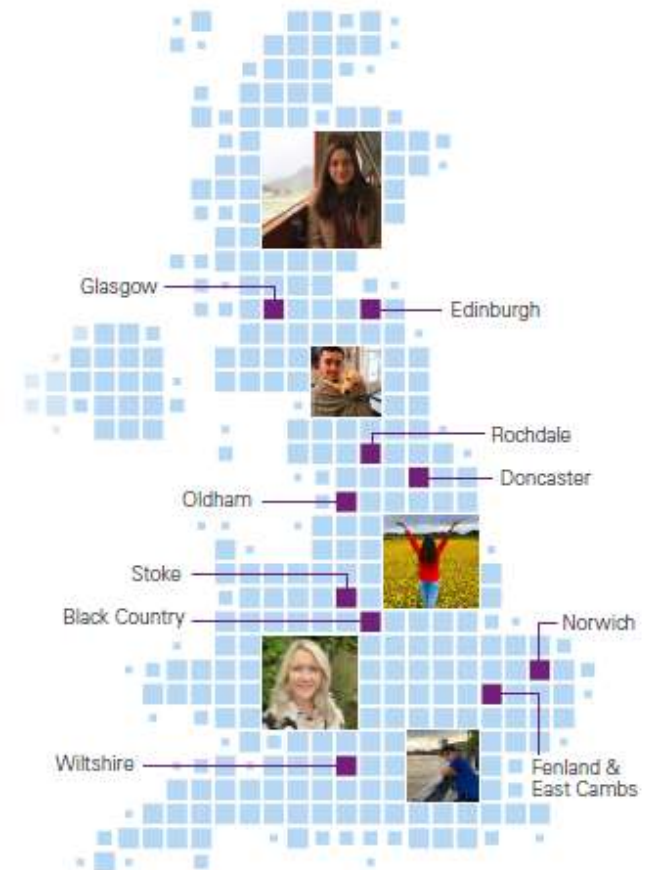


We recognise that each area is unique; we take our national Corporate Responsibility strategy and modify it to address the needs of a specific place.

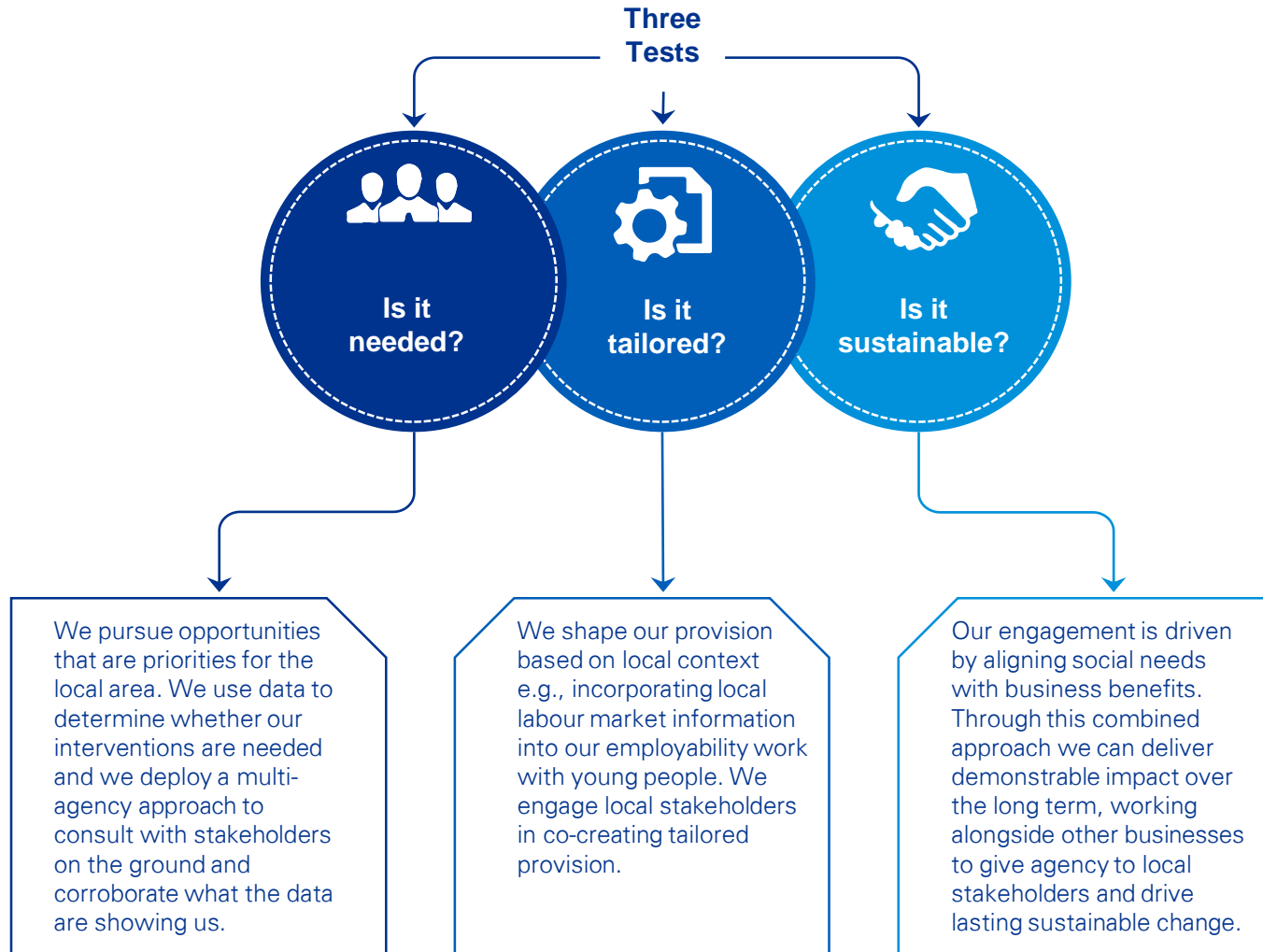


We understand we cannot go alone, so we work collaboratively with our charity partners, businesses, local government and other key stakeholders.

- ✓ Almost **20% of our community beneficiaries are from areas across the UK which have the poorest social mobility outcomes** (coldspots) – our 2022 target is 30%.
- ✓ We're **anchor lead for the Business in the Community Place campaign in Rochdale**, working alongside businesses and local stakeholders to develop a long-term roadmap to address local inequality.
- ✓ We are leading business engagement as a **Cornerstone Employer in three Opportunity Areas** - Norwich, Fenland and East Cambridgeshire, Oldham and the Black Country - to create meaningful encounters between young people and employers.
- ✓ We have **KPMG Partner representation on six Business in the Community Regional Leadership Boards**, focused on responsible business action at a regional level through engagement on issues from climate change to education and skills.
- ✓ Our place-based approach to tackling educational inequality was named the **Best Community Programme at the 2020 Social Mobility Awards**.



Three tests for our place-based approach





A place-based approach: Rochdale

Communities in the UK face a complex web of social, economic and environmental challenges and no one organisation is best placed to disentangle this. Achieving long-term, sustainable change calls for the combined expertise and resource of a range of cross-sector organisations and we leverage our convening power to realise this.

Three tests for our place-based engagement

We apply our three tests for place-based engagement to our campaign in Rochdale:

Is it needed?

Our **cross-sector collaboration conducted a needs analysis and stakeholder consultation** to understand local needs and convene the organisations best placed to support. We are working with the Education Policy Institute and other key stakeholders to refresh this research to ensure it is material in light of Covid-19.

Is it tailored?

On the skills and education agenda, we have **worked with local schools, FE providers and employers to tailor support to address local needs**. This has led to local labour market information being included in the education and skills programmes we deliver in Rochdale.

Is it sustainable?

Our cross-sector collaboration group is expanding to include local organisations as well as multi-nationals. **We are actively engaging local employers and providing support** to enable them to work alongside local schools and FE providers on programmes that benefit both students and employers. We are seeking to engage with local young people systemically to hear from them and place them at the centre of solutions.



Conducted a thorough needs analysis to identify our chosen 'place' in Greater Manchester and gain an initial understanding of local needs.



Delivered our first WorkReady session to Year 9 students at St. Cuthbert's RC High School in December.



Identified key stakeholders across the public, private and third sector and started building local relationships to further understand needs across the community.



Secured on the ground support from a local Business Connector, dedicated to Rochdale



6 primary schools in Rochdale received books and additional resources to boost their literacy skills. Two of these schools also received books as part of the Little Box of Books campaign.



We will trial our Climate Champions programme with one secondary school in Rochdale.



BITC secured immediate support for Rochdale in response to Covid-19 including grants and donations of essential items facilitated by the National Business Response Network.

A place-based approach to developing the whole child

Building business engagement in Rochdale...

Research (throughout 2021)

- Commissioning a fine-grained mapping and analysis of inequalities in educational attainment in Rochdale over the period 2011-2020.
- Profiling the disadvantage gap from Early Years to post-16 (including Covid-19 destinations data).
- Build on existing research on regional disadvantage gaps in England.
- Showcase success stories coming out from the data to highlight areas where disadvantaged young people are doing comparatively well.

Contextualise (throughout 2021)

- Gathering wider contextual data by working with our partners to consult local stakeholders.
- Youth voice; understand how young people feel about their opportunities in Rochdale
- Covid-19 impact on young people - engaging with schools, charities and existing projects to share best practice and explore gaps
- Build business engagement on essential skills development – celebrating what is already being done and leverage our partners to address gaps

Report (early 2022)

- Publish a collaborative report with our partners, rooted in the research and contextualisation carried out across 2021.

The report aims to provide;

- Guidance for employers on material issues they can focus their efforts to develop the whole child in Rochdale, showcasing local examples of best practice.
- A baseline that we can measure progress against on a bi-annual basis.
- Articulation of our long-term approach to inform other place-based strategies.



Thank you

THE GOOD EMPLOYMENT CHATTER PODCAST

The Good Employment Chatter discovers important insights into Good Employment. Our guests include:

- Andy Burnham
- Professor Kate Pickett
- Sacha Lord
- Lou Cordwell
- Professor Sir Cary Cooper CBE
- Diane Modahl
- Sam Booth
- Clive Memmott
- John-Quinton Barber

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