



Give & Gain Day 2013 Wales Impact Report



Give & Gain Day 2013 Wales Sponsors:

In association with:





“There was a large number of volunteers who all took on their individual roles and all projects were achieved very successfully. We have included over 100 parents and their children in planting the areas prepared by the volunteers.”

Sue Belcher, Head Teacher
Maerdy Community Primary School

“The sports event which we organised with BITC and the North Wales Crusaders was fantastic. It was great to see so many local children having the opportunity to get active, try a new sport and to play alongside professional players.”

Dylan Hughes, Libraries and Leisure
Manager
Wrexham County Borough Council

“The experience was incredible. The team gave above and beyond and the impact of the work they completed in our playground has been fantastic!”

Bethan Hocking, Head Teacher, Herbert Thompson
Primary School

“Our team are engaged in a variety of community activities in and around Wales and Give & Gain Day really adds a fantastic dimension to the workplace. As well as building team spirit and helping staff broaden themselves and wider development of skills, it is also a real tangible way to give something back to the local community.”

Jason Evans, Area Director, South Wales and Severnside, Lloyds Banking Group



Introduction

Give & Gain Day is the UK's only national day of employee volunteering and was celebrated on 17 May 2013. The aims of Give & Gain Day are to enable a high volume of employees to volunteer on one day, raise awareness of the importance of volunteering in work time and enable new companies and new employees to trial volunteering.

To support these aims, Business in the Community worked to engage volunteers, companies, and international partners to participate in the day and grow the movement.

Give & Gain Day set ambitious targets in 2013 to support Business in the Community's vision *to make employee volunteering the cultural norm amongst UK Employers*.

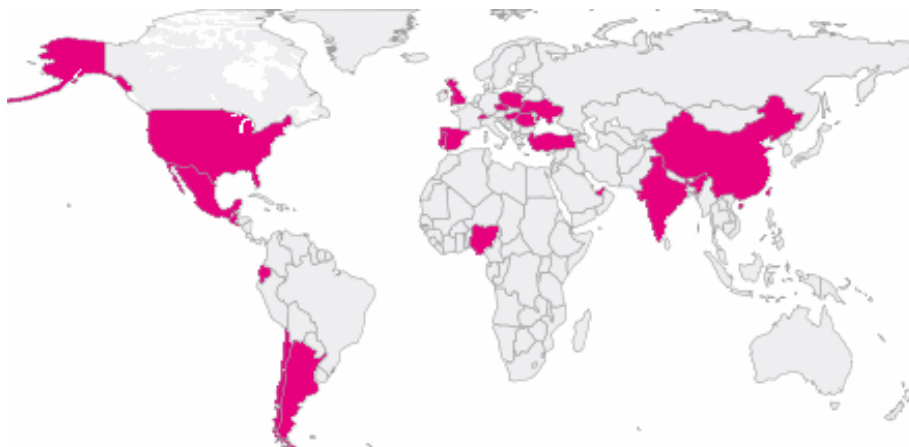
Give & Gain Day was sponsored nationally by Lloyds Banking Group and Society in association with BT and saw a record number of 12,000+ UK employees give back to their local communities.

Give & Gain Day Impact

Our 2013 highlights were:

- **12,000+** business volunteers from 216 companies participated
- **70** new companies, who have not previously taken part in Give & gain Day, participated in 2013
- Brokered in excess of **£1.3 million** of support in the UK
- Engaged over **600** community partners

Internationally, over **22,000** volunteers participated in **24 countries** including Ecuador, Poland, Nigeria, Spain, USA and China.



Give & Gain Day in Wales

Give & Gain Day 2013 projects touched communities in South Wales, West Wales and North Wales.



Our 2013 highlights were:

- **31** companies participated
- **687** volunteers participated with **54%** of participants new to volunteering
- The volunteers donated **4,718.5** hours of their time
- The value of this time equates to **£77,600**
- **23** community groups and schools were supported
- **13,570** people benefited from the support

For the first time, Business in the Community Wales held a Give & Gain Day launch. The breakfast event took place on 5 February 2013 at the SWALEC Stadium in Cardiff with 60 attendees. The purpose of the event was to introduce Give & Gain Day and show some of the projects volunteers could participate in this year. Speakers from Lloyds Banking Group and RCT Homes highlighted the benefits businesses can gain from taking part as well as the massive impact collaborative action can make in the local communities.

RCT Homes, Quicksons (Wales & West) Ltd and the Welsh Government sponsored Give & Gain Day in Wales this year. Rhondda Housing Association sponsored the Graigwen project in Maerdy.

Participating companies in Wales included:

AF Blakemore & Son Ltd
Avox Ltd
BBI Solutions
BHP Billiton
C2C Cardiff Council
Cynon Taf Community Housing Group
DAC Beachcroft Claims Ltd
Enterprise Rent-a-Car, Wales & Southwest
Finance Wales
Grant Thornton UK LLP
Hafod Housing Association
HLN Architects
Intellectual Property Office
Ipsen Biopharm Ltd
Kaplan Altior
Kingspan Insulated Panels

Link Financial Outsourcing Ltd
Lloyds Banking Group
Office for National Statistics
P & A Group
PHS Group
Portable Foods Wrexham
Principality Building Society
Quicksons (South & West) Ltd
RCT Homes
Rhondda Housing Association
Santia
Scottish Power
UPM-Kymmene Ltd
Wales & West Utilities Ltd
Welsh Government – Department for Education & Skills

Community Partners

Volunteer teams completed a range of projects on Give & Gain Day 2013. An example of some of the projects included:

Urban Games Transition

Urban Games Transition was a multi-sports event involving 360 pupils from 19 primary schools and 4 high schools participating in 5 sports (hockey, basketball, rugby, football and athletics) to encourage team working, trying new sports, meeting new people and having fun. About 80 volunteers from Enterprise Rent-a-Car, Lloyds Banking Group, Department for Education & Skills, C2C Cardiff Council, A.F. Blakemore & Son Ltd and Link Financial Outsourcing Ltd. took on a range of roles to make the day run smoothly.



North Wales Crusaders

BITC joined forces with the North Wales Crusaders and Wrexham County Borough Council to encourage primary school pupils to get active and experience the rugby league. 400 pupils took part, benefitting from a day of active sport activity and interacting with professional players. 50 volunteers helped coaches and teachers run the day smoothly. The following business took part; BHP Billiton, Ipsen Biopharm, Lloyds Banking Group, P&A Group, Portable Foods Wrexham and UPM-Kymmene Ltd.



Bedwas Infant School

A team of 15 volunteers from the Welsh Government built an eco-friendly Bottle Greenhouse for the children's use and to enhance the garden area at Bedwas Infant School in Caerphilly. Pupils and parents were engaged in the project and help provide the required plastic bottles to construct the greenhouse.



RSPB Cymru

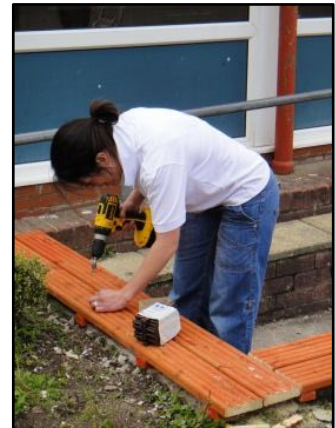
RSPB Cymru's Living Classrooms programme works with children throughout Wales. A team from Wales & West Utilities Ltd made some inspiring education resources and the Office for National Statistics prepared some nest and bat boxes for use at educational events this summer.



Benefits of Give & Gain Day for businesses

Volunteering provides a number of key benefits to businesses. These include:

- Supporting staff learning and skills development
- Providing an opportunity to take action
- Providing the opportunity for businesses to collaborate and participate in an international day of employee volunteering
- Enabling businesses to make a positive impact in communities of greatest social need
- Enhancing brand reputation



“RCT Homes is passionate about the way we operate as a responsible business, using it as a means of showing our communities that we care about the impact we can make. Give & gain Day is a great way of bringing staff, tenants and local businesses together to raise our communities’ ambitions and create a more sustainable future for everyone. We see how by enabling each to make their contribution, we can achieve great things together that empower our communities, motivate our employees and help us to achieve our business goals.”

Participant Feedback

To help us evaluate Give & Gain Day, we asked all employee volunteers to fill in an online survey following the event. The results of this survey are detailed below.

Overall satisfaction with Give & Gain Day

- 94% said Give & Gain Day was either good, excellent or exceeded their expectations

Thoughts on volunteering

- 95% said they would be interested in volunteering through their company again
- 98% said they feel the time required to participate as a volunteer was rewarded by the benefits of the experience

BITC performance:

55% said the quality of service from the BITC team exceeded their expectations or was excellent with an additional 30% stating the service was good

Thoughts about skills development

- 79% said they developed skills
- 69% said they feel the skills/competencies developed as a result of the project will be useful in a work context

Perceptions of their employer

- 97% said it was important to them that their employer supported volunteering
- 89% said their perception of the company they work for has improved as a result of employee volunteering
- 87% said they feel more committed to their employer



Thoughts on how community partners would benefit

- 53% of employees said the project improved the physical space
- 52% of employees said the project will raise the aspirations of the beneficiaries
- 51% of the employees said the project will improve the beneficiaries' confidence
- 28% of the employees said the project will improve the beneficiaries' performance
- 15% of the employees said the project will provide a cash savings for their organisation

“Give & Gain Day gives our employees the opportunity to understand and make a contribution to help address some of the many challenges faced by local communities. Our staff are really keen to participate. These are well run projects which encourage people to work collaboratively to achieve what are extremely impressive results.”

Mark Oliver, Director of Business Services, Wales & West Utilities Ltd

Key Insights

When asked what they found **most rewarding** about volunteering for Give & Gain Day, the most commonly cited reasons were **team building**, the **satisfaction of helping others**, the **collaborative** elements and **new skills**. Some comments from employees are detailed below.

Collaboration

- Meeting and working alongside other companies
- Working together as a team with other companies gaining new experiences and having fun.

Team Building

- The way in which everyone pulled together to work as a team, regardless of position in the company
- Sense of achievement from working as a team
- I had new members join my team and the team really bonded well.

- Getting a group of people who work for the same company but who don't really know each other to function as an effective team. It is amazing how so much got done on the day.
- I really enjoyed getting to know other people in my company and look forward to future team work or projects that help the community.
- Seeing how much we can do as a team when we apply ourselves.

Feel Good Factor

- Seeing the reactions and faces of the pupils and teachers to their improved playground
- The hard work that everyone undertook for no reward was inspiring.
- I found the challenge of having to source free materials from local companies very rewarding. This is a task I am not used to and it gave me a great deal of satisfaction when I managed to source a lot of free/discounted materials.
- Helping the children to learn a new skill
- Seeing the children's faces full of curiosity and excitement waiting to investigate their improved learning environment

New Skills

- I enjoyed being a team leader as this gave me the opportunity to develop skills that I do not use in day to day work. It gave me the opportunity to manage people, control budgeting and organise others.
- Sometimes you have to be taken out of your comfort zone and challenged to be reminded of how effective you can be!

"This year the Welsh Government had 49 volunteers taking part in Give & Gain Day 2013. Everyone worked hard and really enjoyed the day. It was very well organised and I know the local communities appreciated the support received. Personally I found the experience very worthwhile and gained a lot out. We are looking forward to getting involved again in 2014!"

**Sam Brooks, Work Based Learning Tender 4 Support Officer
Department for Education & Skills, Welsh Government**



Team Leader Training

Each Give & Gain day project requires a team leader to manage the project. Their role is to communicate with Business in the Community, volunteers and the Community Partner, undertake a risk assessment, visit the site prior to the day, source materials, fundraise, manage logistics and ensure the project is delivered successfully and to a high standard.

Business in the Community delivers a two hour training session to all team leaders, provides a support pack of information, facilitates the site visit, answers questions and provides ideas and support to the team.



Team leaders were asked how effective the Team Leader Training was and to rank it on a scale of 1 (poor) to 5 (excellent). Participants were asked to rank aspects of the training and the results are as follows:

How useful was the session overall?

- 100% said it was good or excellent

Was the presentation clear?

- 91% said it was excellent

When asked how relevant was the material?

- 85% said it was good or excellent

Did it satisfy any concerns that you might have?

- 100% said it was good or excellent

Team leaders were asked which aspects of the training they found most useful.

Most participants found the Risk Assessment most useful (39%), followed by the Team Leader Tool Kit (31%) the Role of Team Leader (22%) and the Exercises/Activities (8%).



"I enjoyed being a team leader as this gave me the opportunity to develop skills that I do not use in day to day work. It gave me the opportunity to manage people, control budgeting and organise others."

Comment from a Team Leader

Media Coverage

A communications pack and template press release were provided to all companies taking part in Give & Gain Day. Coverage of the day was featured in many local and regional newspapers including the Daily Post, South Wales Evening Post and South Wales Echo and the Wrexham Leader. We also had a 5 minute slot on BBC Radio Wales Good Evening Wales show and on BBC Radio Cymru's Breakfast Show.

Total readership: 204,000

'Give & Gain' transforms church hall

A RHONDDA church hall has been given a makeover thanks to hard-working volunteers. All Saints Church Hall in Trealaw has been spruced up by Hafod Housing Association, its parent company Hendre Ltd and businesses who joined forces as part of Give & Gain Day.

Staff from Hendre Ltd, Kingfishers supplied paint, brushes, plywood and boarding – as well as lots of manpower. PBM Wales provided decorators and helped out with some plumbing. Fish and chip The Almighty Cod delivered the lunchtime order to hungry workers and donated a tray of drinks.



DIGGING IN Craigfelen Primary School pupil Ffion Griffiths pictured gardening with her classmates and staff from Lloyds banking group contact centre in Llanamlet. SWAH20130517B-040_C

School gets a garden makeover

GREEN-FINGERED staff and pupils at a Swansea Valley school have been joined by some kindhearted volunteers to help them with their gardening.

Staff from Lloyds TSB Bank volunteered at Craigfelen Primary School in Clydach to help them with their school grounds project.

The kind gesture was all part of Give and Gain Day, which is a national day of employee volunteering, organised by Business in the Community.

A school spokeswoman said: "We want to thank all the Give and Gain helpers from Lloyds Banking Group for all their hard work on making our school grounds look amazing.

"We love our newly painted house and our new path."

The school would also like to thank Exall and Jones, Timber and Builders Merchants Swansea who provided the school with a "very generous donation of building materials".

Workers give time

HUNDREDS of staff from organisations across Wales yesterday gave their time to help community groups, schools and charities.

Workers took part in Give & Gain Day, the UK's only national day of employee volunteering, organised by Business in the Community.

CHILD'S PLAY

HUNDREDS TAKE PART IN SPORTS EVENT



By STEVE BAGNALL

HUNDREDS of primary school children swapped a day in the classroom to tackle sports yesterday.

About 400 youngsters took part in Give & Gain Day 2013, at Queensway Sports Stadium, Wrexham.

Players from both the Wales and USA Rugby League team's were also at the event.

This year's theme was Rugby League ahead of the World Cup coming to Wrexham.

Fifty volunteers from local busi-

nesses turned up to help out coaches and teachers.

Companies also donated fruit, sandwiches and drinks.

The project was part of Business in the Community's (BITC) Give & Gain Day, the UK's only national day of employee volunteering.

It is where businesses are urged to give something back to their local communities.

BITC had joined forces with North Wales Crusaders and Wrexham County Borough Council to organise the event.



Volunteers from Avox work hard at Wrexham's Millennium Eco Centre. (5)

Staff help to give centre a brush-up for spring

VOLUNTEERS have been busy giving Wrexham's Millennium Eco Centre a spring-clean.

About 30 members of staff from the company Avox, based on the Redwither Business Park, took part in the project run by Business in the Community (BITC).

Over two days the volunteers got stuck in to jobs, which included

laying paths for wheelchair users, assembling a greenhouse, painting, gardening and tidying up.

Avox spokeswoman Anna Shiers said everyone was delighted to help and thanked companies that had helped, including Travis Perkins, Seddon, Griffiths Tool Hire, Huws Gray and B&Q.

Social Media Approach

In 2013, we have worked hard to increase our social media visibility and the loyalty of our followers.

- We have seen an increase in Give & Gain Day's Klout score increase from 41 points in November 2012 to 63 at the end of. This is a significant increase and one that compares favourably with similar organisations and campaigns.
- Twitter was particularly successful with #giveandgain mentioned in posts 1562 times on 17th and 18th May, and users mentioning @giveandgainday 550 times in the same period.
- On Facebook, we have increased the numbers of likes on our page by 35%. We have also seen an increase in the quality of interaction with followers, with more users commenting, adding photographs and sharing content with their friends. Our reach in the week of Give & Gain Day was 6,772 people interacting with us, reading something to do with us or looking at / posting photographs
- For the first time a photograph competition was run encouraging those taking part in Give & Gain Day to share their photos across Twitter, Facebook and Instagram. Almost 1,000 photos were collected.



#giveandgain



Give & Gain Day 2014

For Give & Gain Day 2014, BITC is aiming to inspire over **35,000** employees in the UK and abroad to make a difference to those communities they operate and live within.

Give & Gain 2014 aims to inspire all those who have volunteered before, and particularly those who haven't, to volunteer for the first time and to use the day to foster new sustainable community partnerships.

Next year's Give & Gain day will take place on **Friday 16th May 2014** and will focus on sporting activities and environmental projects at either schools or nature reserves.

Business in the Community is aiming to have a launch event in February 2014 to promote the projects and will be asking businesses to sign up to participate.



The cost of participation is £35.00 per volunteer and Business in the Community will:

- Source the project
- Deliver team leader training
- Accompany the business on a site visit
- Provide networking opportunities and the opportunity to collaborate with your suppliers and other key stakeholders
- Evaluate the project

For more details about how you can get involved in Give & Gain Day 2014 please contact :

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