

Plymouth Better Together



www.plymouthbettertogether.org.uk

Being a good business is good business:

How Plymouth businesses can benefit
from Better Together

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What is Corporate Responsibility?

- Acting responsibly towards society and the environment
- A route to sustainability
- Ensures lasting economic development
- Engaging with stakeholders and wider community
- Contributing to the community and environment
- Creating healthy, wealthy, wise and strong communities

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What is Plymouth Better Together?

- A free service supported by PCCI & LSP
- Engaging business in the Vision for Plymouth
- Advice, support and information
- Introduction to potential Delivery Partners
- Promoting a positive image of Plymouth and its businesses
- Making Plymouth a better place to live, work and do business

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Why should companies get involved?

- Corporate Responsibility made simple
- A route to sustainability
- Reduce your costs
- Improve the workplace
- Motivate your staff
- Develop skills



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Commercial and social benefits

- Create PR opportunities
- Stand out from the crowd
- Enhance your company profile
- Promote your business
- Create partnerships
- Link to the local community
- Support your city

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How does it work?

- Companies commit to CR actions
 - eg, Source good and services from social enterprises
 - Make it easier for staff to volunteer
 - Let community organisations join your internal training events
 - Offer free professional expertise to a voluntary group
- Engage with Delivery Partners to achieve their community/social pledges



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Delivery Partners

- Organisations – charities, community groups, public sector, other businesses who can help deliver pledges
- Examples
 - **Business Health Network**
 - **Devon & Cornwall Police**
 - **Mutley Greenbank Trust Community Network**
 - **Tamar View Fruiterers**
 - **Parkinson's Disease Society**
 - **YMCA**



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Delivery Partner benefits

- Record and recognise your contribution to the 2020 Vision
- Partnerships with prominent companies
- Access to resources and expertise
- Access to employment and training opportunities
- PR and media for your organisation



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- Register today for FREE
- Get your organisation listed immediately
- Display your Charter Certificate prominently
- Use the free logo and branding
- Networking and seminar events
- Create news and PR for the BT website
- Access free advice and help from BT manager