

Birmingham Business Park

ORGANISATION SIZE / Small Business (up to 50 employees)

Liz Allister

Unit 1
4225 Waterside Center
Birmingham Business
Park.
B37 7YN

BRIEF SYNOPSIS OF YOUR CSR APPLICATION

At Birmingham Business Park, people's welfare and sustainability is our number one priority. We believe that commitment and fulfilment of employees on the park can strengthen society's wellbeing beyond the environment we create. Our ethos is to protect, enhance and create sustainability within the community.

Birmingham Business Park are proud to support many local communities such as Merstone School, Marston Green Junior School, Solihull Age UK and Marston Green Football Club. As well as monetary support through dedicated fundraising and sponsorship, we also give time to support our local community which can be equally valuable to help our local community projects thrive and develop. At Birmingham Business Park we have over 150 companies, 10,000 employees rising to 15,000 in the next three years. We sit in an asset known as THE HUB adjacent to Birmingham Airport, Birmingham International Station and major motorway networks. Many of our on-site companies such as Rolls Royce, IMI, Citizen to name a few all have a robust CSR policy with strong outcomes.

We have had a charity of the year since 2016 and continue the theme each year. Recently we extended our partnership with Solihull Age UK to two years to ensure they have support, opportunities to raise their profile and engage their clients with activities and fundraising. We have donated over £170.00 gardening equipment to Merstone School as part of their Greener Schools Award. This will also be in conjunction with a visit to BBP, so the children can experience a live working park in action with a sustainable ethos. We have sponsored a banner at Marston Green Football Club and two team kits for 2020/2021. This also gives BBP occupiers access to five a side pitch Monday to Friday evenings free of charge to support their wellbeing.

To date we have raised over £3k for local charities. Many of their clients have attended our social events, Wimbledon, festive wreath making, carol concerts, received Easter eggs, gifts, money towards school allotments, careers day talks and much more. Birmingham Business Park Management Team comprises of one full time Park Development Manager and a part time (flexible working) Park Manager.

OVERALL SUMMARY

1.0 CSR Environment - Energy:

BBP have been awarded two green Gold Apple awards for our community cycling club 2018 and our bi-annual sustainability weeks 2019. We were also a finalist for sustainability in the 2018 Birmingham Post Awards. We also are a "Bronze" award winner for our walking and cycling routes from Travel for West Midlands. We have a bike repair stand, free DR bike twice a year, road cycling races, pool bikes, led cycling and liftshare hub scheme. All very successful and popular. We host free waste and energy

seminars for our occupiers each year. Please see attached the Environmental Summary for waste management of multi lets and BUKPF FRI units. The majority of core estate high level lighting is now LED. The Crescent LED installation will be actioned by close this year. The majority of units are sensor LED lighting.

High level lighting at Trident / Park Square / Plot 2000 / Knights Court are LED. We are making a start on Bishops and Kings this year. Seven buildings at BBP that BUKPF own are on green contracts. We host a waste management awareness and energy

saving awareness seminar once a year free to all occupiers. We host two Sustainability Weeks per annum and free events for national mental health awareness week with mindfulness/meditation etc.

2. CSR Workplace

We hold bi-annual occupier engagements meetings and this year we launch our customer satisfaction survey to see how well we are doing. We have a strong communications policy, with bi-annual magazines, full of occupier news, BBP park news, CSR and stakeholder updates.

Birmingham Business Park

Monthly event flyers packed with wellbeing and sustainability activities, please see attached. We also have a vibrant website, LinkedIn, and twitter. All of our suppliers contribute to the food bank and Easter Egg, Christmas presents collection for our charity partnership. We support a local school as their Life Ready lead with support for career talks, tours of BBP work -place, art competitions etc.

3. CSR Community

We have supported a number of charities over the last four years. The charity is voted for by the occupiers every January. We have just extended our charity partnership with Age UK Solihull to two years as this gives us more time to build the relationship to support fundraising and raise the profile of the charity. Many of our occupiers support the charity of the year and once the partnership with BBP ends, occupiers continue to support. We also raise the profile for other local charities such as Birmingham Dogs Home and give them a forum at our wellbeing events to help their fundraising.

4. CSR Philanthropic

The latest activity a Quiz for AGE UK sponsored by BBP, was sold out in a few weeks of launch. This was collaboration with another local stakeholder hosting the event free of charge to support the circular economy.

Please see testimonial from Age UK Solihull, BBP Spot On Flyer, several monthly flyers re activities, water bottle campaign, Wimbledon event etc

Website with testimonials – www.birminghambusinesspark.co.uk