

# Community Planning Aberdeen

Event overview 14<sup>th</sup> November 2022



Aberdeen Responsible Business  
Beach Ballroom – 14<sup>th</sup> November 2022 09:30-13:30



Community Planning  
Aberdeen



# Programme

<b>10:00</b>	Welcome to Aberdeen Responsible Business Event 2022	Councillor Alexander Nicoll
<b>10:10</b>	How the Cost-of-Living Crisis is hitting Aberdeen City and our call to action	Derek McGowan, Aberdeen City Council
<b>10:25</b>	Supporting businesses to respond through partnership working and investing in local communities	Louisa Macdonell, Business in the Community
<b>10:40</b>	ABZ Works – A practical example of how businesses can work with us to support people into employment	Angela Taylor, Aberdeen City Council
<b>10:50</b>	The real living wage for the real cost of living – benefits for employers, workers, and communities	Martin Barry, Scottish Enterprise Councillor Christian Allard Living Wage Employers
<b>11:10</b>	Networking Break	
<b>11:30</b>	<b>Workshop 1: What can we do to respond to the crisis?</b>	
<b>12:00</b>	Wellness at work – Supporting your workforce through the cost-of-living crisis	Suzanne Stevenson, GRAHAM
<b>12:10</b>	Supporting our communities through crisis	Rhonda Miller, Total Energies
<b>12:20</b>	Working in partnership with Community Planning Aberdeen	Charlotte Saunders, Community Planning Aberdeen
<b>12:30</b>	<b>Workshop 2: How can we grow and strengthen our community</b>	
<b>13:00</b>	Closing Remarks followed by Networking Lunch	

# What we said about supporting our people through the cost-of-living crisis:

<b>Our Employees</b>
<ul style="list-style-type: none"><li>• Support flexible working</li><li>• Pay the real living wage</li><li>• Onsite wellbeing support and facilities</li><li>• Accessibility to food and drink through community kitchens.</li><li>• Offer paid days for volunteering</li><li>• Support with budgeting advice and financial wellbeing</li><li>• Cost of living payments</li><li>• Staff spaces</li><li>• Training and development opportunities</li><li>• Inclusive recruitment</li></ul>
<b>Our Suppliers</b>
<ul style="list-style-type: none"><li>• Make prompt payments to your supply chain</li><li>• Support your supply chain with CSR</li><li>• Support supply chain with business needs (accreditations etc)</li><li>• Consider third sector supplier</li><li>• Implement fair work into contracts</li></ul>
<b>Our Customers</b>
<ul style="list-style-type: none"><li>• Limit price rises as far as possible</li></ul>
<b>Our Communities</b>
<ul style="list-style-type: none"><li>• Work closely with local charities to provide support to community in times of need</li><li>• Use staff voluntary days to support local community</li><li>• Help provide 'warm spaces' to community members</li><li>• Employability support through work experience, placements, workshops etc</li></ul>

## What helps us be responsible businesses?

- Communication
- Collaboration with a wide range of stakeholders
- CSR policies and processes within business
- Openness and honesty
- Examples and benchmarks
- Working with supply chain
- Frameworks

## Benefits of CSR

- Business reputation
- Employee morale and wellbeing
- Supports creativity and generates new ideas
- Raises awareness and understanding of local communities
- Influences future generations
- Supports employee retention and workforce development
- Creates a diverse workforce
- Attracts new business
- Improves sustainability

## What CSR means to us

- Increasingly important to communities and businesses
- An increasingly important part of recruitment - CSR is important to our future workforce
- Business values are integral to CSR
- Business exposure
- A stake in our local community
- It costs us *not* to do it

## Barriers to CSR

- Funding
- Time
- Visibility and accessibility of information
- Rules and regulations
- Change is difficult
- Knowledge of third sector
- Reaching out to the right people to work in collaboration

## What we said about how we can improve our Responsible Business Network

- Share opportunities for business collaboration
- Provide examples of how our work has supported and impacted communities
- Make opportunities as accessible as possible
- More networking events
- Agree on common goals
- Share opportunities for businesses to get support with CSR
- Tangible opportunity sharing
- Single point of contact
- Don't overcomplicate things
- More presentations from diverse range of organisations

# Who attended?

First Name	Last Name	Designation	Organisation
Tanita	Addario	Project Officer – Community Benefits	ACC
Olushola	Ajide	Project Coordinator	The Bridge/Fountain of Love
Christain	Allard	Councillor	Aberdeen City Council
Craig	Anderson	head of operations	Real Life Options
Martin	Barry	Engagement Partner	Scottish Enterprise
Dave	Brown	Social Value Director	Streets-UK Limited
Laura	Butler	Sales Exec	AFC
Stuart	Calderwood	Community Benefits & Sustainable Procurement Manager	Aberdeen City, Aberdeenshire and Highland Councils
Becky	Campbell	Social Performance Manager	BP
James	Campbell	Director	Skyform Specialist Contracts Ltd
Amy	Castanie	Facilities Manager	Stork
Michelle	Crombie	Community Planning Manager	ACC
Graeme	Dale	Head of Sport and Active Communities	Sport Aberdeen
Ini	Esu	Service Manager	Penumbra
Paul	Fitzsimmons	Contract Manager	Skyform Specialist Contracts Ltd
Konstantina	Fragkou	Apprentice Social Impact Advisor	Balfour Beatty
Steven	Fraser	Managing Partner	AAB Group
Helen	Gauld	Chief Executive	Langstane Housing Association
Sylvia	Halkerston	Lord Dean of Guild of the Burgesses of Aberdeen	Burgesses of City and Royal Burgh of Aberdeen
Gillian	Hambley	Business Engagement	Interface
Fiona	Heinonen	CEO	Kayleigh's Wee Stars
Shelley	MacKenzie	Youth Services Manager	shmu
Jo	Mackie	Head of Fundraising	Camphill Estates
Vivian	Maeda	Relationship Manager	Business in the Community
Derek	McGowan	Chief Officer	ACC
Joy	McGrimmond	Business & Employability Librarian	ACC
Liz	McIntyre	Corporate Social Responsibility Coordinator	Kier Construction
Kathryn	McKee	Head of Communications & External Affairs	BP
Kirstie	Mclaughlin	Operations manager	Elevator/Business Gateway
Mike	Melvin	Volunteering Services Manager	ACVO-third sector interface for Aberdeen
Rhonda	Miller	Societal Lead	TotalEnergies
Rachel	Morrison-McCormick	Living Wage Projects Co-Ordinator	The Poverty Alliance
David	Mutch	Commercial Manager	Bancon Homes Limited
Alexander	Nicoll	Councillor	ACC

Rachel	O'Donnell	HR Manager	WM Donald
Graham	Ogston	Retired Financial Adviser	None at present
Stanley	Okosodo	Operations Manager	Stork
Evelyn	Pendlebury	Office Manager/Community Benefits Coordinator	Acciona Industrial UK Ltd
Julie	Phillips	Public Health Practitioner Workplace	NHS Grampian PH Directorate.
Felicity	Richardson	Operations Administrator	Indaver Ness
Charlotte	Saunders	Improvement Programme Officer	ACC
Ian	Doig		Robertson Construction
Elaine	Sinclair	Community and Regional Engagement Officer	University of Aberdeen
Suzanne	Stevenson	Social Impact Advisor	Graham Construction
Kevin	Stewart	Business Development Executive	Aberdeen FC Community Trust
Angela	Taylor	Team leader - employability and skills	ACC
Lauren	Tweedley	Projects Engagement Manager	NHS Grampian
Simon	Walker	OH Manager	Stork, a Fluor Company
Kerry	Wylie	Community Benefits Project Officer	ACC
Mhairi	Middleton	Partnerships Manager North	MCR Pathways
Jim	Johnstone	Service Manager – City Development	ACC

## Next Steps

- Subscribe to Responsible Business updates by getting in touch with [communityplanning@aberdeencity.gov.uk](mailto:communityplanning@aberdeencity.gov.uk)
- Email us to join Business in The Community at quarterly CSR networking events
- Complete [our short survey](#) to get involved with our improvement work
- Follow us on Facebook, Twitter and Linked in to get regular updates
- Visit [Our Website](#) to find out more about our Local Outcome Improvement Plan and how other businesses are getting involved