

PROUD
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Lincoln Social Responsibility Charter

Guide

Launched:

Table of contents

Topic	Page Number
Section 1 - Background to the charter	3
Section 2 – Benefits of recognising Social Responsibility	3
Section 3 – Socially responsible activities	4
Section 4 – Recognising socially responsible organisations	6
Section 5 – Signing up to the charter	6
Section 6 – Next steps	6
Section 7 – Further information	7

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Section 1 - Background to the charter

Since 2015 City of Lincoln Council has administered the Lincoln Living Wage Campaign, which aims to raise awareness of the real Living Wage and the benefits this can have for the employee, the employer and the local economy.

On 1st April each year the real Living Wage increases to a rate based on the current cost of living, and is set by the Living Wage Foundation.

In 2017 it became apparent some organisations, including City of Lincoln Council, were noticing pay differentials at the lower levels were slowly eroding. This has resulted, for example, in some team leaders receiving the same pay as the people they manage. These increases have also meant paying the real Living Wage has become unaffordable for some organisations.

As a direct result of the real Living Wage becoming increasingly more difficult for some employers to pay, the Lincoln Living Wage and Social Responsibility Forum is looking at a new approach to recognising good employers in the city.

City of Lincoln Council, with the support of the Lincoln Living Wage and Social Responsibility Forum, has therefore introduced the Lincoln Social Responsibility Charter. The charter aims to recognise those organisations in the city which go the extra mile to support both their employees and the local community.

The Lincoln Living Wage Campaign will continue to be promoted alongside this charter.

Section 2 – Benefits of recognising Social Responsibility

There can be many benefits to organisations undertaking socially responsible activities, as well as the benefits these activities can bring to employees, the community and the local economy.

Below lists some examples of the potential benefits to organisations:

- Increased staff retention
- Reduced recruitment costs
- More productive workforce
- More attractive to customers
- Increased customer loyalty
- Better brand recognition
- Improved business reputation
- Profits may increase
- Recognised as an ethical employer

Section 3 – Socially responsible activities

All organisations, no matter how large or small, sector or trade, will be able to deliver some socially responsible activities. Below lists some examples of socially responsible activities your organisation may be already undertaking or could aim to undertake. These activities will be over and above any statutory minimum requirement. The activities have been split into two groups – those which benefit the employee and those which benefit the local community in City of Lincoln.

It should be noted that this list is just a guide. It is likely there are other socially responsible activities your organisation could be carrying out. If this is the case, please include these when you sign up to the charter (see Section 5 for information on how to sign up). This will not only assist the City of Lincoln Council to promote your organisation and the activities you undertake, but also help to create a central list of socially responsible activities being undertaken in the city.

Examples of socially responsible activities which benefit the employee

Terms and conditions

- Additional paternity leave (paid and unpaid) in addition to statutory entitlement
- Time off for medical appointments
- Flexible working policy in place
- Holiday purchase scheme
- Fair Pay (real Living Wage)
- Opportunity to take career breaks
- Travel to work benefits (for all employees)
- Staff recognition scheme

Opportunities

- Training and development (in addition to statutory training and development)
- Employee volunteering (within work time)
- Mentoring
- Work shadowing

Health

- Occupational health service
- Support for mental wellbeing
- Health insurance package
- Implementation of a no smoking policy which includes external areas
- Providing 'stop smoking' support
- Promotion of healthy living e.g. walk/cycle to work incentives including travel plans

Examples of socially responsible activities which benefit the local community in City of Lincoln

Environment

- Signing up to the Low Carbon Lincoln Charter
- Reducing travel/air miles
- Green space sponsorship

Community

- Fundraising for local charities (e.g. dress down days/sponsored activities)
- Sponsorship of local events/groups (financially)
- Participation in World Hello Day
- Food Bank collection/donation
- Local recruitment
- Contribute to a Lincoln Community Chest or other charitable fund

Skills

- Work experience placements
- Apprenticeships
- Places for charities/community groups on workplace training
- Sharing on the job skills in an educational setting

Resources

- Offer of free meeting space/space for community group/charity meetings
- Donation of surplus resources (e.g. furniture & stationery)
- Offer of spare car parking for local charities/groups
- Use services of local businesses/local products
- Promotion and/or use of Fairtrade products

Health

- Blood & Organ Donation promotion to employees and service users
- Dementia Friendly accreditation
- Concessions (for students, older people, disabled people and the unemployed)

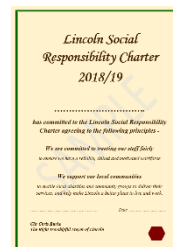
As a guide, it is suggested small organisations (1-10 employees) should proactively undertake a minimum of three activities (at least one benefitting the employee & one benefitting the local community). Medium sized organisations (11-49) should proactively undertake a minimum of five activities (at least two benefitting the employee & two benefitting the local community). Large organisations (50+ employees) should proactively undertake a minimum of ten activities (at least five benefitting the employee & five benefitting the local community).

Organisations should also demonstrate how they will be developing their social responsibility in the future.

Eligible organisations will be those which either have a base in Lincoln or have employees who live within the city boundary.

Section 4 – Recognising socially responsible organisations

Organisations signing up to the charter will receive a personalised version of the charter endorsed by the Mayor of Lincoln.



In addition, to help raise awareness of this charter and to encourage more organisations in Lincoln to undertake socially responsible activities, organisations signing up to the Lincoln Social Responsible Charter, and the activities they undertake, will be promoted using the following routes –

- 'Your Lincoln' residents magazine
- Online register (displayed on a City of Lincoln Council managed webpage)
- Press releases
- Radio interviews
- Social media
- Socially responsible organisation map
- Links from other webpages

Organisations are also encouraged to promote the socially responsible activities they undertake to their service users and potential new customers.

Organisations signing up to the charter will receive invitations to City of Lincoln Council led consultations and civic events.

Section 5 – Signing up to the charter

If you feel your organisation fully supports the Lincoln Social Responsibility Charter and meets the eligibility criteria, please consider signing up to the charter.

Signing up to the charter only takes a few of minutes and can be completed by visiting www.lincoln.gov.uk/???. (Web link to be inserted when the charter is launched).

Accreditation to the Lincoln Social Responsibility Charter will be valid for the financial year from the date of registration. If you register within two months of a new financial year you will receive accreditation for the coming year.

Section 6 - Next steps

The charter will be evaluated at the end of the first year. This will provide an opportunity to assess its success and look at whether the Lincoln Living Wage and Social Responsibility Forum should consider the creation of a socially responsible accreditation scheme in the longer term. This would award organisations based on the level and type of socially responsible activities they undertake.

The information collected from organisations supporting this charter will help in deciding whether to work towards developing an accreditation scheme.

Section 7 – Further information

For further information on the Lincoln Socially Responsible Charter, please visit www.lincoln.gov.uk/??? (link to be inserted) or use the contact details below.

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The Lincoln Social Responsibility Charter is closely linked to the City of Lincoln Council's Social Value Policy. Please use the following link to view this policy.
[City of Lincoln Council Social Value Policy](#) (link to be inserted when made publically available).