



Lincoln Social Responsibility Charter

Guide

Launched:

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Section 1 - Background to the charter

City of Lincoln Council is looking at a new approach towards recognising and encouraging good employers in the city, through Corporate Social Responsibility.

Following consultation with the Reducing Inequalities Theme Group, the Leader of the council and the Lincoln Living Wage and Social Responsibility Forum, it was agreed this new approach should be to develop a social responsibility charter for the city.

The aim of the charter is to encourage organisations in Lincoln to undertake activities which benefit both their employees and also the local community in which they are located.

The Lincoln Living Wage Campaign is continuing to be promoted alongside this charter. More information on the Lincoln Living Wage Campaign is available at www.lincolnagainstopoverty.co.uk/livingwage.

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

- Time off for medical appointments
- Consideration of flexible working requests beyond the statutory requirement
- Holiday purchase scheme
- Fair Pay (real Living Wage)
- Additional paternity leave (paid and unpaid) in addition to statutory entitlement
- Opportunity to take career breaks
- Travel to work benefits (for all employees)
- Staff recognition scheme
- Provision of paid compassionate leave

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 (e.g. for students, older people, veterans, disabled people and the unemployed)

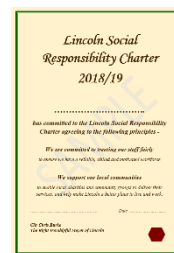
As a guide, it is suggested small organisations (1-10 employees) should proactively undertake a minimum of three activities (at least one benefitting the employee & one benefitting the local community). Medium sized organisations (11-49 employees) should proactively undertake a minimum of five activities (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, together with a logo for use on letterheads, websites and e-mails etc.



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 Mayoral charity 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).