



Mapeley

Mapeley & Community Strategy

As a business, Mapeley recognises that we have an impact on the wider community. This can range from our actions in society right down to a local level around our individual offices. We believe we have a responsibility to these communities and support our employees in contributing to charities and communities in a variety of ways including; providing paid volunteering leave, match funding, payroll giving, collections, donations and supplier integration.

The opportunities provided by Mapeley focus on our key community partners however we do support a number of other charitable organisations which fit with our core values and identified community issues.

Community Issues

Mapeley's main office is located in the borough of Southwark, London and its secondary office is located in Woughton Ward, Milton Keynes. Mapeley have identified three key community issues within these areas;

- Early Years and Education
 - The borough of Southwark is the 12th most deprived borough in England and Wales. Educational attainment is low which is closely linked with the deprivation levels within the borough. For primary schools 38% of students are eligible for school dinners (average is 18%) and for secondary schools 46% are eligible for school dinners (average 16%).
 - Woughton Ward is ranked in the bottom 10% of the national average for education
- Employability
 - Unemployment in Southwark is above the London average and for those in work, incomes are lower than the national average. Southwark is the fourth most deprived London borough in relation to access to employment where only 20% of the workforce lives in the borough. Educational attainment in Southwark is low.
 - Woughton Ward is ranked in the bottom 20% of the national average for employment.
- Infrastructure
 - Southwark's population demonstrates a rich ethnic and cultural diversity with nearly 40% of the borough's population from a black or minority ethnic community. More than 100 languages are spoken in our schools and 43% of pupils speak English as an additional language. In general there is a mix of increasingly



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expensive private sector housing mingled with large estates of social rented accommodation, often home to disadvantaged households. There has been an increase in the number of businesses increasing the commercial standing of the borough however, the problems of poverty and low income remain very real for many people all over the borough.

- Woughton Ward is a particularly deprived area of South Central Milton Keynes.

The business risks and opportunities that arise from these key community issues are outlined in the Table 1 along with the community projects Mapeley have developed to address these issues. A key category has been assigned to each community project which assists Mapeley in developing targets and measuring success.

Management & Performance Targets

According to the key category identified for each community project, a set of management and performance targets are set and outlined in Table 2. These targets allow Mapeley to assess and monitor its progress and effect on the community through its community projects.



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Table 1

COMMUNITY STRATEGY				
Key Community Issue	Business Risk	Business Opportunity	Community Project	Key Category
Early Years and Education	Availability of future resources	Improve the availability of resources	A volunteer-led reading programme in schools to improve literacy	Community Investment
Employment	Availability of future resources/lack of potential workforce	Improve the availability of resources and potential workforce	A mentoring scheme for young disadvantaged people to raise aspirations, build confidence and increase options for employability	Community Investment
	Risk to the Mapeley supply chain/vulnerable customers	Improved reputation	Work experience programme for young disadvantaged people to assist in providing possibilities for the future and building confidence	Community Investment
Infrastructure	Community relations	Improved reputation	Volunteer activity days including painting a mural in a school, craft activity day with young people, Christmas parties, tree planting etc.	Community Investment
	Employee retention and moral	Being a good neighbour	Mains fed water cooler project where Mapeley work in conjunction with contractor to implement free mains fed water coolers into local community schools	Commercial Initiatives in the Community
		Improved local community	Manna Society Project where Mapeley work in conjunction with contractors to assist the day centre with their H&S compliance and refurbishment needs	Commercial Initiatives in the Community
		Improved employee retention and moral	A match funding and donations programme to support staff in extra curricular activities and continued support for our chosen charities	Charitable Gifts
			One-off and ongoing collections programme to assist our chosen charities and/or additional charities with their requirements	Charitable Gifts



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Table 2

MANAGEMENT & PERFORMANCE TARGETS			
Key Categories	Objective	Management Targets	Performance Targets
Community Investment	<ul style="list-style-type: none"> - Improve the availability of resources - Increase the reputation and profile of the company within the local community - Improve employee recruitment and retention - Be a good neighbour 	Community volunteering programme to assist various members of the local community. 2009 programme to be rolled out across entire organisation by Quarter 1 2009; uptake of employees to be 1 day a year per employee for 65% of workforce by December 2009	10% increase in staff participation for volunteer activities; Maintain staff satisfaction levels
Charitable Gifts	<ul style="list-style-type: none"> - Increase the reputation and profile of the company within the local community - Improve employee recruitment and retention - Be a good neighbour 	Collections, donations and match funding programme to support members of the local community and chosen staff events. 2009 programme to be rolled out across entire organisation by Quarter 1 2009; maintain 4 collections per year by December 2009; maintain uptake for donations; uptake of employees for match funding for 10% of workforce by December 2009.	10% increase in value of collections, donations and match funding; 15% increase in participation of employees for match funding
Commercial Initiatives in the Community	<ul style="list-style-type: none"> - Increase the reputation and profile of the company within the local community - Be a good neighbour 	H&S improvement programme and refurbishment programme for local day centre to be rolled out by Quarter 1 2009 with works commencing by Quarter 1 and completed December 2009	100% compliance with current H&S legislation; 100% completion for identified/requested refurbishment works outlined in programme