



# Corporate Community Partnerships



**Join in, feel good**

# Working together will make a difference



## Just Retirement

*"We believe everyone deserves a Just Retirement and TCV is a charity that improves people's health and prospects, through looking after the natural environment. In particular, we wanted to support TCV's work to help more than 11,000 people, in the UK, to overcome the challenges of being indoors, inactive or isolated because these are all issues that affect many people in retirement."*

**Ben Wilson,**

**Head of Internal Communications - Just Retirement**

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## Mondelēz

*"We believe that engaging delivery partners with specialist knowledge is key to providing the tailored approach needed for our healthy lifestyle programmes, which is why we selected The Conservation Volunteers to lead the community element of our Health for Life programme."*

**Kelly Farrell,**

**Community Affairs Manager - Mondelēz**

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## OVO Energy

*"OVO was looking for a national conservation partner with local reach. We chose TCV based on their fantastic network of partners and ability to activate and work with volunteers across the UK. In creating I Dig Trees with TCV, I have been consistently impressed with how flexible and pragmatic they have been as a partner. I can't recommend them enough!"*

**Justin DeKoszmovszky,**

**Head of Sustainability - OVO Energy**

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## OPEN X

*"We chose to have our volunteering day with TCV as it gave the office the opportunity to be outdoors and work as a team. TCV were absolutely fantastic in helping us to organise the day. It was a great team activity and we also learned a lot from the local TCV volunteers, who explained the importance of the task to increase biodiversity by the river. We would definitely recommend TCV for large or small groups. Thank you once again for making our volunteering day a fun and successful event."*

**Joyce Murekio,**

**HR Specialist - OPEN X**


# Putting your business into the heart of communities

As experts in outdoor community engagement activities, we have developed a range of Corporate Community Partnerships, tailored to meet the specific needs of organisations and their people. These include:

- Community Engagement Days
- Colleague Wellbeing Days
- Programme Sponsorship
- Commercial Partnerships

We have been working successfully with corporate partners for over 8 years and we have partnered with over 100 organisations. We deliver over 4,000 volunteering days each year with activities ranging from food growing programmes in schools to conservation work in both urban and rural areas.

This experience allows us to offer your organisation a range of sponsorship and partnership opportunities, which we hope will inspire you and your people to create a beneficial and long term partnership with us.



*"Having contacted a number of organisations about this kind of opportunity in the past year I can honestly say you are head and shoulders over the rest!"*

**Jess, Virgin Unite**

# TCV partnership options

*TCV offers a range of partnership options tailored to reflect your organisation's objectives and practical considerations, such as size and location. But whatever your needs, our dedicated corporate partnerships team will work with you every step of the way to build a partnership that fits your organisation.*

## Community Engagement Days

We are experts in running bespoke and exciting team building programmes where your employees can carry out practical conservation work to improve green spaces and engage with the local community.

The range of projects we deliver is hugely diverse but all have a positive impact for your organisation, your people and the communities in which you operate.

These can involve working in schools, nature reserves, community green spaces or ecology parks where activities can include clearing ponds, food growing projects, planting trees and building sensory gardens!

**These fun and impactful activity days help connect your teams with local communities and provide a unique opportunity to build team dynamics and staff morale.**



*“Just wanted to say thank you to the whole TCV team for arranging such great events and being perfect hosts on the day. We feel like we made a real difference and look forward to future events with you and the team.”*

**Wayne,  
Team Leader - RBS**

# Colleague Wellbeing Days - where health and fitness meets conservation

We can provide your colleagues with the opportunity to join one of TCV's unique Green Gyms where they're not just improving their own health and fitness but also creating urban green spaces or transforming community parks and woodlands.

After a proper warm-up, your people would be guided through activities like tree planting, food growing and clearing nature trails to create beautiful green spaces for the whole community to enjoy.

The Department of Health has recognised that Green Gyms have a significant impact on the health and wellbeing of those who take part and in early 2015, we were awarded a grant from the Government to work with its charity partner, Nesta and the Cabinet Office.

We're building up compelling evidence that demonstrates just how effective Green Gyms can be in improving the physical and mental health of participants.

- Green Gyms have a Social Return on Investment of over £4 for every £1 invested
- Participants indicated an average activity level of 120 minutes per week towards the Government recommendation of 150 minutes
- 58% of participants increased their consumption of fruit and vegetables
- 79% of one project's participants felt they had become more active through their involvement



*Green Gyms really do tick all the boxes. Places are regenerated for the benefit of local people, healthy activities bring people together and create fun. Rather like Intu shopping centres Green Gyms offer something for everyone'*

**Alexander Nicoll**  
**CSR Director -**  
**Intu Properties plc**

# Sponsorship Programmes

TCV understands how crucial it is to maximise the impact of your sponsorship investment.

We offer a range of inspiring opportunities for your organisation to work with communities across the UK. We will also support you in sharing news of your engagement activities and their impact with key stakeholders.

- **Sponsor a Green Gym** – help improve the health and wellbeing of participants, put your organisation at the heart of the community and create sustainable outdoor places for everyone to enjoy
- **Sponsor a Community Outdoor Space** – work with us to develop a long-term relationship with your local community and provide the practical support needed to create and secure the future of their precious green spaces
- **Sponsor a Natural Talent Apprenticeship Scheme** – enable people to develop confidence, resilience and skills through our practical work experience scheme and start them on their journey to employment

# Commercial Partnerships

TCV is an innovative charity and we work with a number of partners to deliver creative programmes that connect people with their outdoor environment. Together we have:

- Created and launched a range of children's gardening tools and a dedicated website to encourage an early interest in nature and outdoor activity
- Created bespoke materials to guide schools through an annual food-growing programme
- Designed, produced and supplied seeds for regional food programmes to support healthy eating
- Managed the distribution and planting of a national tree planting project to improve the environment and support carbon offset targets



# Be confident, you are in a partnership with an expert

Our partners have told us how much their organisations, colleagues and customers have benefited from their relationship with TCV:

- Increased morale and motivation through working outdoors and making a difference to the environment
- Enhanced skill sets and self-confidence as they take on new challenges and learn new skills
- Improved team building and communication skills as they work together in new environments on a 'level playing field'
- Increased engagement with a positive impact on the local community and improved understanding of wider benefits of volunteering
- Created beneficial publicity and new networks with potential partners and clients
- Improved the organisation's green credentials and supporting CSR objectives

## Additionally as a partner of TCV you can be confident that your investment is benefiting the wider society.

A recent independent report from NEF (The New Economics Foundation) showed that every £1.00 spent with TCV on Corporate Community Partnership activities produced a Social Return on Investment of almost £4.00.

## We have worked with these partners to create healthier and happier communities:



# Choosing to partner with TCV

## Our approach to practical conservation and community engagement

We aim to create a long-term partnership that will place environmental and social responsibility right at the heart of your business and inspire your organisation to join in and feel good!

Our programmes have been developed over many years to ensure your organisation and people feel safe, supported and inspired whilst working with us. The following information explains how we make this happen.

### Inspiring and engaging your people

Our qualified TCV leaders will guide your people as they work either in company teams or alongside volunteers from the community. Together they will learn new skills as they work as part of a team to improve outdoor places. This creates real community engagement and leaves behind the legacy of improved outdoor spaces for all to enjoy.

We have seen how working outdoors in a different environment allows your employees to learn new skills, or use their existing skills in different ways. Additional benefits are:

- Colleague development
- Enhanced teamwork
- Improved communication
- Increased employee engagement and corresponding increases to employee satisfaction, morale and productivity\*



### Environmental responsibility



TCV uses responsible techniques and sustainable practises in all our activities. We strive to ensure that our work is undertaken in a way that minimises our impact on the environment.

We promote pro-environmental behaviour, such as recycling, to all those we work with to minimise the impact on landfill and the environment as a whole.



# Communicating the impacts



We will demonstrate the value and impact of our partnership through clear, concise and accurate reports for key stakeholders and bespoke communications to engage your employees and customers. We will also celebrate our partnership – supporting promotional activities to raise your visibility in the community and enhance your public reputation.

Whether you choose to partner with us to provide Community Engagement Days, Sponsorship or Commercial programmes, we will ensure you can clearly demonstrate the positive impact you are making as an organisation.

Depending upon the nature of our relationship, TCV is able to provide end of programme reports, which is a key resource for:

- Year end company reports
- Stakeholder engagement
- Evidencing your commitment to a CSR strategy

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## Natural spaces for all

TCV is one of the leading community volunteering charities in the UK and working towards a better environment is at the heart of what we do.

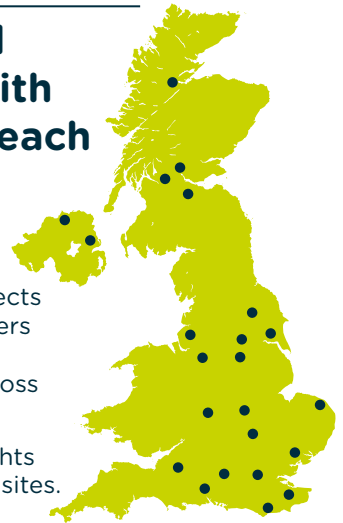


Our work aims to give everyone access to a good quality natural environment where biodiversity is enhanced, and environmental inequalities minimised along with their social and economic consequences.

## Your local partner with national reach

TCV's national reach and numerous established projects allows our partners to engage with communities across the UK.

This map highlights some of our key sites.



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## Health and safety



TCV's national safety team has more than 20 years' experience of safety management in the conservation environment and is led by a Chartered Safety Practitioner. We take our responsibilities for health and safety very seriously and we employ some of the most robust and highly respected safety systems anywhere within the sector.

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*"As highlighted in a recent report issued by Realized Worth, "for companies where employees were more engaged than not, their profitability jumped by 16%, general productivity was 18% higher than other companies, customer loyalty was 12% higher, and quality increased by 60%".*

# Creating healthier, happier communities – every day

Every day, across the UK, The Conservation Volunteers (TCV) is working to create healthier and happier communities for everyone – with a range of activities that have a lasting impact on people's health, prospects and outdoor places.

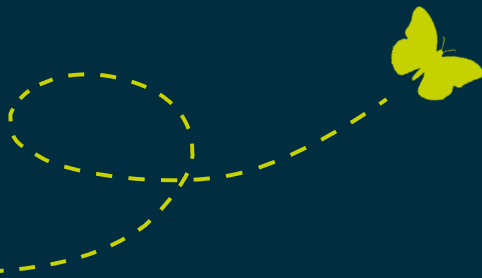
Our vision is to connect people with their environment to transform their health and prospects and leave a legacy of safe and accessible green spaces for everyone to enjoy.

To achieve this vision we have developed our approach, over time, to meet the changing needs of communities, whose green space could now be a national park, a community garden, a coastal path or a school food growing project.

Our flexible approach extends to our volunteers and we ensure that our range of outdoor activities reflect their needs. From community allotments, to energetic Green Gyms and our Natural Talent programmes, we aim to leave a lasting impact on individuals, communities and the green spaces at their heart.

Through our own environmental projects and our network of 2,000 community groups, we see people every day, all across the UK, taking responsibility for their own local environments and with your support we can help more communities and their green spaces thrive.

While our activities are widely diverse, our inclusive approach has remained consistent: bringing people and places together to create healthy, happy and connected communities for everyone.



# We'd love to tell you more

Our range of partnership options have been tailored to reflect corporate objectives and practical considerations.

But whatever your needs, our dedicated corporate partnerships team will work with you every step of the way to build a partnership that fits your organisation.

Together we can make a real and lasting difference.

**Douglas Palarm - Corporate Relationship Manager**

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**[www.tcv.org.uk](http://www.tcv.org.uk)**



# TCV supports the 5 ways to wellbeing

**Connect**  
with the people around you



**Be active**  
Discover an activity you enjoy



**Take notice**  
Be aware of the world around you



**Keep learning**  
Try something new or rediscover an old interest



**Give**  
Do something good for the community



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 @TCVtweets

 The Conservation Volunteers

 The Conservation Volunteers



## The Community Volunteering Charity

Registered Charity in England (261009) and Scotland (SC 039302).  
Registered in England as a limited company No. 976410

