

# LINCOLN

SOCIAL RESPONSIBILITY CHARTER

## GUIDE



CITY OF  
*Lincoln*  
COUNCIL

PROUD  
TO BE  
LINCOLN

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## SECTION 1 ♦ BACKGROUND TO THE CHARTER

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City of Lincoln Council and partners have developed 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 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.

## SECTION 2 ♦ THE CHARTER

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Organisations seeking accreditation will agree to the following principles:

- ♦ We are committed to treating our staff fairly to ensure we have a reliable, skilled and motivated workforce.
- ♦ We support our local communities to enable local charities and community groups to deliver their services, and help to make Lincoln a better place to live and work.

We are collectively committed to:

- ♦ Supporting employees to have a healthy work/life balance
- ♦ Enhancing the local economy through paying fair wages
- ♦ Supporting local charities and community groups to ensure they have the resources needed to succeed
- ♦ Developing the knowledge and skills of employees
- ♦ Continuing to make Lincoln a remarkable place to live & work
- ♦ Encouraging other/new organisations to embrace Social Responsibility
- ♦ Monitoring the progress we are making

## SECTION 3 ♦ BENEFITS OF RECOGNISING SOCIAL RESPONSIBILITY

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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 4 ♦ 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 6 for information on how to sign up). This will not only assist 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
- Disability Confident Accredited

#### 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)
- Signed up to the Employers for Carers initiative

## 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
- Commitment to plastic-free initiatives and reduction in single-use plastics

### 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
- Support local schools (e.g. school governor, fundraising etc)

### 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
- Payment of invoices under 30 days

### 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)

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 5 ♦ RECOGNISING SOCIALLY RESPONSIBLE ORGANISATIONS



Organisations signing up to the charter will receive a personalised version of the charter endorsed by the Mayor of Lincoln, a promotional accreditation window sticker, 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 Responsibility Charter, and the activities they undertake, will be promoted via a range of routes including:

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

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, and will have access to the Lincoln Social Responsibility Charter Facebook Group, setup exclusively for signees to the charter.



## SECTION 6 ♦ SIGNING UP TO THE CHARTER

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

Signing up to the charter only takes a few minutes and can be completed by visiting [www.lincoln.gov.uk/socialresponsibility](http://www.lincoln.gov.uk/socialresponsibility)

Accreditation to the Lincoln Social Responsibility Charter will be valid for three years from the date of registration.

As part of the council's internal quality audit process, a small sample of signees to the charter will be contacted to verify the socially responsible activities being undertaken.

## SECTION 7 ♦ FURTHER INFORMATION

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For further information on the Lincoln Social Responsibility Charter, please visit [www.lincoln.gov.uk/socialresponsibility](http://www.lincoln.gov.uk/socialresponsibility) or use the contact details below.

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