

■ Introduction to FSquared

With spending cuts and budget reductions it is becoming more and more important for organisations to prove that their activities deliver wider benefits for local communities. FSquared's products and services support our clients to develop, articulate and deliver social value and community benefits and also to monitor and report on their success. This information booklet gives further information about FSquared and our track record.

What we do

FSquared helps organisations generate and deliver social value. We support our clients to embed social value in all their activities and to re-frame business practices around responsible and sustainable strategies that release social value, and inspire a culture of ethical leadership throughout their workforce.

We support our public sector clients to get more social value through developing, implementing and measuring the success of policies and strategies that generate sustainable community benefits.

We support our private sector clients to deliver more social value through creative and innovative approaches that are built on listening and responding to local need and proactive engagement with local knowledge and distinctiveness.

We support our clients to consult, listen, and involve their stakeholders and communities in a mutual process of capacity building to realise their shared needs and aspirations.

Our defining principle is that social value is delivered to the benefit of our clients and their partners, communities, and supply chain. We deliver solutions that respond to environmental, social and economic issues in integrated ways that make a real difference to people's lives.

Who we are

The FSquared Group comprises:

- The **FSquared Consultancy**: a for profit company with a strong social mission
- The **FSquared Association**: a not for profit organisation, aimed at inspiring creative thinking and at prompting exchanges between people who share our belief in ethical behaviour in the workplace and in the market
- The **FSquared Foundation**: a charity that aims to prevent and reduce poverty through making the most of the resources and increasing the impact of organisations that work to make a difference to people's lives. The Foundation is funded with charitable funds, through **FSquared Trading**, which gives it 100% of its profits and through the consultancy, which donates 10% of its pre tax profits to the Foundation's activities.

Creating sustainable community benefit from investment, development, procurement and corporate citizenship requires strong ethical leadership, and supporting that approach is at the core of our relationships with our customers. An ethical approach means that business is never 'just business', and we aim to raise the bar on quality, innovation, partnerships, leadership, professionalism, and procurement, and to stimulate market demand for building choice and social capital.

Products & Services



We support organisations by delivering a range of products and services. A selection of these is given below:

Community Benefits and Bid Support

With spending cuts and budget reductions it is becoming more and more important for organisations to prove that their activities deliver wider benefits for local communities. Our approach supports our clients to ensure that their bids and proposals illustrate their commitment to delivering social value and community benefits.

Responsible Procurement

Our proven approach to developing and delivering responsible procurement frameworks helps organisations gain greater competitive advantage and achieve more for less. We support our clients to build on our existing good practice and embed responsible procurement into their business culture. Our approach helps our clients to realise the positive benefits of adopting a responsible procurement plan, and maximise the benefits they can deliver for their customers to gain advantage in a highly competitive marketplace

Corporate Responsibility

Too often Corporate Responsibility (CR) has been seen as a good news story and something that sits with marketing, human resources or communications. We have worked hard to reclaim this ground and place CR where we believe it belongs – at the heart of a company. Its real value is to build social value as a cornerstone to business development and profitability and to develop corporate citizens within client organisations. This is a necessity if our clients are to compete successfully in today's evolving and ever more sophisticated market place.

Creative & Collaborative Workshops

We design and deliver collaborative and creative thinking sessions with the aim of helping organisations to embed social value across all their activities. The need for the sessions might be to regain perspective, plan the way ahead, get everyone on the same page, consult with those you need to understand or simply revive and reinvigorate a service offering through action learning and creativity sessions with your team, clients and stakeholders.

Market Briefings

FSquared is offering its key clients and partners a series of specialist briefings to prepare them for the challenges of the combined economic climate and change in Government. We are committed to supporting our clients through this period for the simple reason that their success will be our success.

Ethical Leadership Society

The Ethical Leadership Society is a dynamic and inspiring initiative that looks to forge an ethical approach to business practice and inclusive leadership. We want to ensure that the higher purpose that defines much of our personal lives can be reflected in our work and professional practice. It gives us the chance to change our collective future for the better.

Plan B: Leadership for Change

This is a defined and tested process that will enable client organisation to develop appropriate responses to our challenging environment. It presents participating organisations and partnerships with the opportunity to harness their capacities to deliver greater social and economic value from their combined resource and asset base.

Track Record



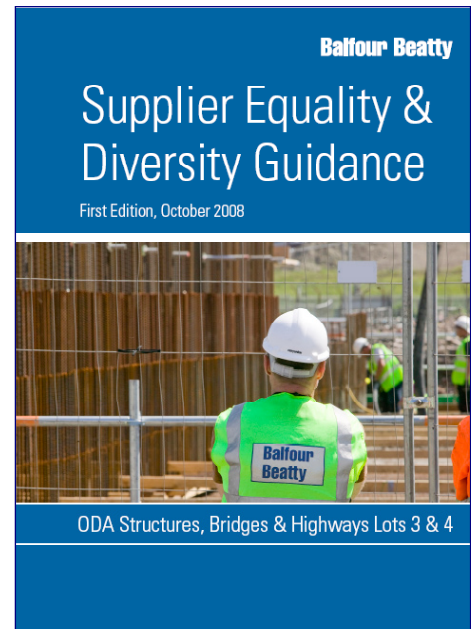
Some of our case studies are detailed below which illustrate how we have supported our clients to deliver social value in a range of ways, across a number of sectors and projects.

Meeting and exceeding socio-economic requirements

East London Line Extension

Client: Balfour Beatty/Carillion Joint Venture and Transport for London

FSquared worked with the Balfour Beatty Carillion Joint Venture (BBJV) at bid stage to develop bid responses to a range of community benefit requirements. We then delivered a Stakeholder Management role in the delivery of key elements of the project including leading the groundbreaking equality and diversity work and the community liaison and stakeholder engagement programme. During the construction phase we ensured that diverse East London communities and key stakeholders could benefit from the opportunities that arose from the investment. Our activity ensured that a high proportion of the site workforce were drawn from local London Boroughs. For example over 250 local people were placed into work during 2008 and 69% of the site workforce were from the East London area. We also ensured that local businesses gained access to business opportunities by ensuring that they were aware of subcontracting arrangements engaging over 50 East London Small and Medium Enterprises.



Olympics 2012 Construction Projects

Client: Balfour Beatty

Working in our capacity as Balfour Beatty's Equality and Diversity Adviser for London 2012, we have developed and are supporting the delivery of a comprehensive programme of Equality and Diversity activity on a number of high profile Olympics Contracts, including the Aquatic Centre. The programme is designed to embed equality and diversity considerations in to every aspect of the project approach to ensure a sustainable legacy is delivered and to meet their client requirements. Our activity includes - establishing policies, plans and procedures, developing and delivering diversity training and capacity building, supplier engagement and monitoring and reviewing.



Glasgow Commonwealth Games Velodrome and Edinburgh International Conference Centre

Client: Sir Robert McAlpine

We supported Sir Robert McAlpine to develop community benefit proposals in response to procurement requirements for both of these projects. We developed training and employment proposals to illustrate how Sir Robert McAlpine would generate employment opportunities for long-term unemployed people, provide trade skills opportunities and provide training opportunities.

Building Schools for the Future

Client: Various

FSquared has supported several private sector consortia to develop community benefit proposals for Building Schools for the Future (BSF) projects. Our community benefit proposals, strategies and action plans enabled these consortia to deliver wider benefits for the communities that they were investing in - a key requirement for BSF projects. Proposals involved deliverable and tangible proposals in relation to training & employment, supply chain management, community engagement, arts & culture, health and sustainable schools. We also pioneered a not-for-profit social enterprise approach to developing, promoting and managing out-of-hours community use of schools.



Corporate Responsibility Support

Client: Enterprise Plc

We are engaged in a long term strategic relationship with Enterprise Plc to support them to define their approach to corporate responsibility, develop an implementation plan, and to monitor the success of the new approach. We have supported them to develop a Corporate Responsibility policy, strategy and action plan and to embed this approach in their overall business practices and culture. The outcome of our work is that Enterprise has an approach that is embedded throughout the organisation and can be used to position Enterprise as a good corporate citizen within its evolving marketplace.

Sandwell Independent Community Advisors

Client: Sandwell Metropolitan Borough Council

Sandwell Metropolitan Borough Council (MBC) was at an important stage in the development of Neighbourhood Plans for the three estates, Tibbington, Charlemont Farm and Durham. The Council commissioned FSquared as an Independent Community Advisor (ICA) to undertake community development work with residents and stakeholders prior to and during the masterplanning contract. Residents gained accredited training through their involvement in the process. The outcome of this work was a Best Practice Guide on the implementation of community development activity which was developed as a resource for Sandwell MBC. We are now working with Sandwell to further support residents to engage in the development process and to play a meaningful role in the regeneration and sustainable development of their neighbourhoods.



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