

# Our Communities

In addition to Hospitality Action, 3663 also support the charity 'Springboard' through sponsorship of the charities 'future chef' programme. The aim of this charitable trust is to provide education and support to help the young, the disadvantaged and the unemployed prepare for work in the hospitality, travel, leisure and tourism industries.



We are also proud to be the key foodservice stockists of 'one' water, where all profits go to build water pumps in Southern Africa. We are pivotal in the distribution network for this product and have raised sufficient funds for to date for 10 pumps since 2007. These pumps will provide communities of over 14,000 people with their very basic human need for safe drinking water. This need is killing over 2 million people every year in underdeveloped countries.



## External engagement activities

A very key piece of our corporate responsibility, and an area in which 3663 are extremely active, is our external engagement.

In order to fully understand the issues, the priorities and to help search collectively for solutions, we engage with many government, non profit and industry bodies.

3663 External stakeholder engagement	
Association	Involvement
<b>Hospitality Action</b> <a href="http://www.hospitalityaction.org.uk">www.hospitalityaction.org.uk</a>	Significant involvement in physical and financial support of this hospitality industry benevolent body. Our CEO Fred Barnes is current Chair, with other board members also acting as guardians
<b>Springboard</b> <a href="http://www.springboarduk.net">www.springboarduk.net</a>	Presence by members of our board on the executive committee to maintain our links into recruitment and talent for the future of the industry.
<b>One and All Foundation</b> <a href="http://www.oneandall.org.uk">www.oneandall.org.uk</a>	Board member involvement as trustee of the foundation, which was established to support diversity and equal opportunities within the hospitality industry.
<b>Arena</b> <a href="http://www.arena.org.uk">www.arena.org.uk</a>	Board level membership to provide networking and communication opportunity with senior members of the hospitality industry.
<b>Federation of Wholesale Distributors</b> <a href="http://www.fwd.co.uk">www.fwd.co.uk</a>	Membership at CEO level of the organisation which was formed to represent the interests of wholesale distributors within the UK. body provides guidance on regulatory interpretation, facilitates communication between wholesalers & suppliers as well as providing a forum for lobbying government.
<b>Scottish Wholesale Association</b> <a href="http://www.scottishwholesale.co.uk">www.scottishwholesale.co.uk</a>	Board level membership of this association formed to represent the Scottish wholesale industry. This body promotes training & learning within the sector, facilitates communication between wholesalers & suppliers as well as providing a forum for lobbying Scottish Parliament
<b>British Hospitality Association</b> <a href="http://www.bha.org.uk">www.bha.org.uk</a>	Membership to provide a current awareness of issues facing our customer groups which are BHA members, primarily Hotels, Restaurants and Caterers.
<b>British Frozen Food Federation</b> <a href="http://www.bfff.co.uk">www.bfff.co.uk</a>	Membership of this federation to receive regular legislative and technical updates, understand market changes, address industry issues and network within the sector.
<b>Fresh Produce Consortium</b> <a href="http://www.freshproduce.org.uk">www.freshproduce.org.uk</a>	Membership of this trade association for the fresh produce sector to debate current issues, support on regulatory interpretation, and represent the sector with EU and government stakeholders.
<b>Local Authority Caterers Association</b> <a href="http://www.laca.co.uk">www.laca.co.uk</a>	Active membership in the association which was initiated to network, share best practice, influence government policy and provide targeted training and support within the sector.
<b>Association of Catering Excellence</b> <a href="http://www.acegb.org">www.acegb.org</a>	Membership on the ACE council (previously the European Catering Association) which was formed to improve the image and raise standards within the food and service management sector of the industry.
<b>Food Development Association</b> <a href="http://www.fdaonline.co.uk">www.fdaonline.co.uk</a>	Active membership in this association that brings together food service businesses, manufacturers and retailers to focus on new product development and industry trends.
<b>Institute of Hospitality</b> <a href="http://www.instituteofhospitality.org">www.instituteofhospitality.org</a>	Fellow and extensive membership throughout the business of the hospitality industry's professional association. The institute provides qualifications, information, career advice and networking opportunities across the industry.

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<b>British Quality Foundation</b> <a href="http://www.bqf.org.uk">www.bqf.org.uk</a>	Sponsor members of this national 'quality' organisation that allows businesses to share best practice and learn about applying quality management techniques such as the EFQM Excellence Model or business continuity. Our members actively participate in forums and have also hosted events.
<b>Best Practice Club</b> <a href="http://www.bpclub.com">www.bpclub.com</a>	Active membership and presence on member steering group of this association, aimed at improving business process and knowledge management. Our members have participated in learning events to share best practice with other blue-chip companies including BT, DVLA, E-on and Rolls Royce. We have also hosted member events.
<b>Midlands Excellence</b> <a href="http://www.investorsinexcellence.org">www.investorsinexcellence.org</a>	Active involvement in this regional excellence organisation aimed at improving business performance. Our members have received training and can act as assessors for their award programme. We have also hosted member events.
<b>North of England Excellence</b> <a href="http://www.northofenglandexcellence.co.uk">www.northofenglandexcellence.co.uk</a>	Active involvement in this regional excellence organisation aimed at improving business performance. Our members have received training and can act as assessors for their award programme. We have also hosted member events.
<b>Chartered Institute of Personnel &amp; Development</b> <a href="http://www.cipd.co.uk">www.cipd.co.uk</a>	Extensive membership throughout the human resource department of this professional association. The institute provides qualifications regulatory information, benchmarking, training and networking opportunities for the personnel function.
<b>Freight Transport Association</b> <a href="http://www.fta.co.uk">www.fta.co.uk</a>	Active involvement and presence on the regional and national Council for this association. The FTA is an essential organisation providing information and advice to ensure every sector of the transport industry can provide a safe, legal and efficient transport function.
<b>British Nutrition Foundation</b> <a href="http://www.nutrition.org.uk">www.nutrition.org.uk</a>	Membership of the foundation to obtain current & scientifically based information, news and legislation updates on the relationship between diet, physical activity and health.
<b>Food Standards Agency</b> <a href="http://www.food.gov.uk">www.food.gov.uk</a>	Active involvement with the agency on pending legislation, consultancy on regulatory impacts and industry updates on product recall or withdrawals
<b>Society of Food, Hygiene and Technology</b> <a href="http://www.soft.co.uk">www.soft.co.uk</a>	Active membership to gain current information food hygiene legislation & best practice including training events and networking conferences.
<b>Nutritionists in Industry</b> <a href="http://www.nii.org.uk">www.nii.org.uk</a>	Member of this group to network with peers and aim to raise the profile of nutritionists and dieticians within the food industry as a credible source of knowledge & expertise.
<b>Anaphylaxis Campaign</b> <a href="http://www.anaphylaxis.org.uk">www.anaphylaxis.org.uk</a>	Membership of this association, to be provided with current updates on information relating to severe allergic reactions including medical facts, food labelling, risk reduction and allergen management. Campden & Chorleywood Food
<b>Research Association</b> <a href="http://www.campden.co.uk">www.campden.co.uk</a>	Membership of this independent research & development organisation for the food & drink industry to obtain current industry updates, regulatory guidance & interpretation, training information & networking conferences.
<b>Leatherhead Food Research</b> <a href="http://www.leatherheadfood.com">www.leatherheadfood.com</a>	Membership of this independent research & development organisation for food & drink industry to obtain current industry updates, regulatory guidance & interpretation, training information & networking conferences.

# Our Communities

## Local activity

Community involvement at a local level by employees is a major part of our engagement and our social responsibility activity.

This year we have attempted to record a log of our extensive activities within our local depots that have historically been rather modest in the sharing of the great support and fundraising initiatives they have undertaken. We estimate based on this new log, that approximately a third of our support activity is now being captured. The actions are far too numerous to cover individually, but as a flavour, they can include:- school poster competitions, school planting and decorating schemes, national trust gardening, student work placement programs and sponsoring junior football teams. In addition there are hundreds of creative fund raising initiatives carried out from sponsored walks to family fun days, with the money going to locally selected causes that have included local schools, local hospices, cancer research uk, MENCAP, MIND, children in need, macmillan cancer relief, RNIB and the RSPCA amongst very many more.

Whilst it is difficult to identify the voluntary hours that our local initiatives have provided to support their communities, based on our partial log, we estimate that we have provided over £44,000 of support for charitable causes in addition to the Hospitality Action funding this year. The grand total for our support, in addition to the funds donated centrally by 3663, therefore stands this year at over a quarter of a million pounds.

### GAYE

In addition to these activities, 3663 holds the silver award for the employee "Give As You Earn Scheme" as over 6.12% of employees pledge directly to a charity from their earnings, providing an additional benefit of 'gift aid' to the chosen charity.

### Future objectives

Our local community involvement is a vital part of our social responsibility program; it has a strong impact on how employees feel and our brand reputation. We will continue to show our support for these activities and have created a 'Community Engagement Award', sponsored by Délifrance, to give recognition to the site that have been the most active in terms of providing support to their local community. We hope that this acknowledgement will encourage our employees to be less modest about the sharing of their achievements in our future reports.

Over  
**£250,000**  
of support for  
community &  
charitable based  
causes.

*"We very much appreciate the various food types that 3663 were able to donate for our use at the hospice. This support has helped staff and patients in having readily available stocks of important and regularly used food items. We also appreciate the monetary donations received from 3663's Mufti days this year"*

Tony Hardware  
Chief Executive Officer, South Bucks Hospice

