



Westminster Lion

Become a **Westminster Lion**



City of Westminster

**City
for
All**

Introduction

Westminster City Council is launching the Westminster Lion to recognise the excellent work of responsible businesses.

The council sees a responsible business as one that is having a positive impact to the Westminster community and helping residents benefit from living in the centre of London.

We have outlined three areas below where we think businesses can help us make a big difference.

To become a Westminster Lion, businesses must tell us how it has positively contributed to one or more of these areas.

Successful applicants will be officially recognised as a Westminster Lion. Those that have demonstrated exceptional impact will be recognised further through the Westminster Lion Awards.

Being a Westminster Lion

A Westminster Lion must provide evidence to show the positive impact they have had during 2017 across three areas.

Opportunity

Helping residents towards employment to continue their working lives in Westminster and create a stronger Westminster economy.

Examples could include a staff support package that includes rental deposit loans for employees, childcare support, flexible working arrangements, apprenticeship or internships. Organisations could also support people that struggle during recruitment.

Great neighbourhoods

Being actively involved in supporting your local neighbourhood.

This could include loaning out your meeting rooms for free to a local charity or group, volunteering and fundraising for local community projects or buy local. It could also mean providing affordable homes or supporting residents to stay in Westminster.

Environment

Making decisions that make Westminster a better place by reducing emissions and having a positive impact to Westminster's quality of life.

Ways to do this could be to encourage all staff to use public transport, recycle and reduce consumption of energy, water and materials.

All businesses that apply and can show a positive impact in any one or more priority areas will achieve the Westminster Lion. They will receive materials to publicise their recognition in email signatures and on social media. They will also be recognised through the council website and at events and will be invited to the annual Lion Club event.

Example of email signature:



Supporting **Westminster City Council** deliver a **City for All**

The Westminster Lion Awards

Those businesses that demonstrate exceptional impact will be further recognised through the **Westminster Lion Awards**. They will be presented with a bespoke award as at a community awards evening in early 2018. The Westminster Lion application process will be used to shortlist for organisations to be considered for the Westminster Lion Awards. Category winners will be chosen by a panel of judges from the Westminster community, businesses and the council.



**Westminster
Lion Awards**

Westminster Lions

Application Form

Please note, this information will also be used for consideration of the Westminster Lion Awards.

Name of organisation

Address

How many employees do you have?

What sector is your organisation part of

Description

Standard Industry Code (SIC) (if known)

Contact at organisation

Name

Title

Email

Telephone

The following sections seek to summarise the impact your organisation has had to Westminster, with regards to Corporate Responsibility. Please provide relevant evidence for each statement.

Accepted Evidence

The council would like to see evidence that demonstrates that this activity has taken place.

Examples could be:

- Statement from benefiting organisation or person
- Company report
- Press release
- Company website information

Why you deserve a Westminster Lion

Please outline how responsibility is integrated into your organisation and business model.

This could include:

- Commitment of owner(s)/ board
- Reporting, either separately or as part of annual reporting
- Involvement of staff
- Involvement with Westminster community

Max 500 words – please provide appropriate evidence separately (examples included in guidance)

Opportunity

Westminster City Council is a place of opportunity, a place where a person with the right skills and opportunities is only limited by their aspirations.

The council is recognising organisations that provide opportunities to Westminster residents to help them towards work.

Please include an overview of the action your organisation makes to supporting this priority. This could include:

- The proportion of workers who live within Westminster
- Ways your organisation provide opportunities into work, such as an apprenticeship programmes, internships and supported work programmes
- Building experience, such as providing mentoring, buddying (inside or outside your organisation) or work experience
- Supporting the local economy, such as using local supplier and facilities

Max 500 words – please provide appropriate evidence separately (examples included in guidance)

Great neighbourhoods

Westminster is a city of vibrant and distinct neighbourhoods. Businesses form an important part of these neighbourhoods and the Westminster community as a whole. Local groups and the voluntary and community sector provide valuable local connections and support. Ensuring Westminster continues to be a place everyone can aspire to live in, the delivery of affordable homes in Westminster is also imperative to ensuring a vibrant Westminster community.

Please include an overview of the action your organisation makes to supporting this priority.
This could include:

- Skill based volunteering in Westminster (such as HR, finance, marketing etc)
- Strategic partnership with a Westminster Voluntary and Community Sector organisation
- Having links with organisation that support delivery of Westminster's priorities, such as Sir Simon Milton Foundation, Young Westminster Foundation or Early Help partnership organisation
- Providing affordable homes above and beyond policy requirements

Max 500 words – please provide appropriate evidence separately (examples included in guidance)

Environment

Westminster suffers with some of the worst air quality in the country, the council is asking everyone to play their part in reducing pollution.

Please include an overview of the action your organisation makes to supporting this priority. This could include:

- Participation in a delivery and waste consolidation scheme
- Corporate bicycle hire/ car sharing for staff
- Create new green spaces, such as green walls and roofs
- Take part in a suitable accredited environmental management scheme such as ISO14001, EMAS etc

Max 500 words – please provide appropriate evidence separately (examples included in guidance)

Please submit this application to businessunit@westminster.gov.uk by the 17 December 2017.

Guidance

This application form is for your organisation to receive recognition from Westminster City Council for the positive impacts you make through your responsible business activity.

Westminster City Council defines a responsible business as one that is making a positive impact to the Westminster community, helping to ensure residents in the local community get to share the benefits of living in the centre of London. Alongside local charities and businesses, the Council has created three priority areas where organisations can make a positive impact.

Priorities

Opportunity

Helping residents towards employment and offering staff support packages to continue their working lives in Westminster and create a stronger Westminster economy.

Examples could include a package of support such as rental deposit loans for employees, childcare support, flexible working arrangements, apprenticeship or internships for local residents. This could also include ways to support people that struggle during recruitment.

Great neighbourhoods

Being actively involved in supporting your local neighbourhood.

Such as loaning out your meeting rooms for free to a local charity or group, volunteering and fundraising for local community projects or buy local.

Providing affordable homes or supporting residents to stay in Westminster.

Environment

Making decisions that make Westminster a better place by reducing emissions and having a positive impact to Westminster's quality of life.

Such as support and encourage all staff to use public transport, recycle and reduce consumption of energy, water and materials.

Contact

If you have any questions or queries, please contact the Business Unit: businessunit@westminster.gov.uk

The Westminster Lion

All businesses that submit suitable evidence of their impact as a responsible business across all priority areas will be recognised as a Westminster Lion.

There is no set limit on the number of Westminster Lions. The recognition as a Westminster Lion will be an annual process. The 2018 Westminster Lions will have made positive impacts against the priorities during 2017.

The Westminster Lion Awards

In recognition of those organisations that are leading the development of responsible businesses, the Council has commissioned bespoke awards. These awards will be presented to leading businesses as part of a community event in 2018.

The shortlist for award winners will be made from Westminster Lion holders i.e. this application process.

1 NOVEMBER – Applications open

17 DECEMBER – Deadline for applications for the 2018 Westminster Lion

Please submit this application to
businessunit@westminster.gov.uk
by the 17 December 2017

JANUARY – Westminster Lion holders published
– Shortlisted organisations for the Westminster Lion Awards publicised

JUNE – Awards evening