



## Something New at Age UK

Time for Paddington is Paddington Waterside Partnership's Corporate Community Involvement programme. Established in 2004, the programme connects companies to charities and communities by brokering volunteering, skills, fundraising and donations.

Paddington Waterside Partnership introduced Time for Paddington to enable companies to build fruitful and lasting relationships with the local community. Time for Paddington assists companies by matching their core values with the needs of the community sector.

### The Road to Change

A team of four, working with charity staff, identified a project to support the change process in Age Concern Westminster's retail operation. The project comprised 4 strands of activity designed to support the changes, and provide skill development opportunities for the charity's staff.

Working together through workshops, individual mentoring, and guided activities, the project has delivered improved skill sets for charity staff, improved retail sales for the charity, and detailed following actions that can be delivered easily by the charity's staff.

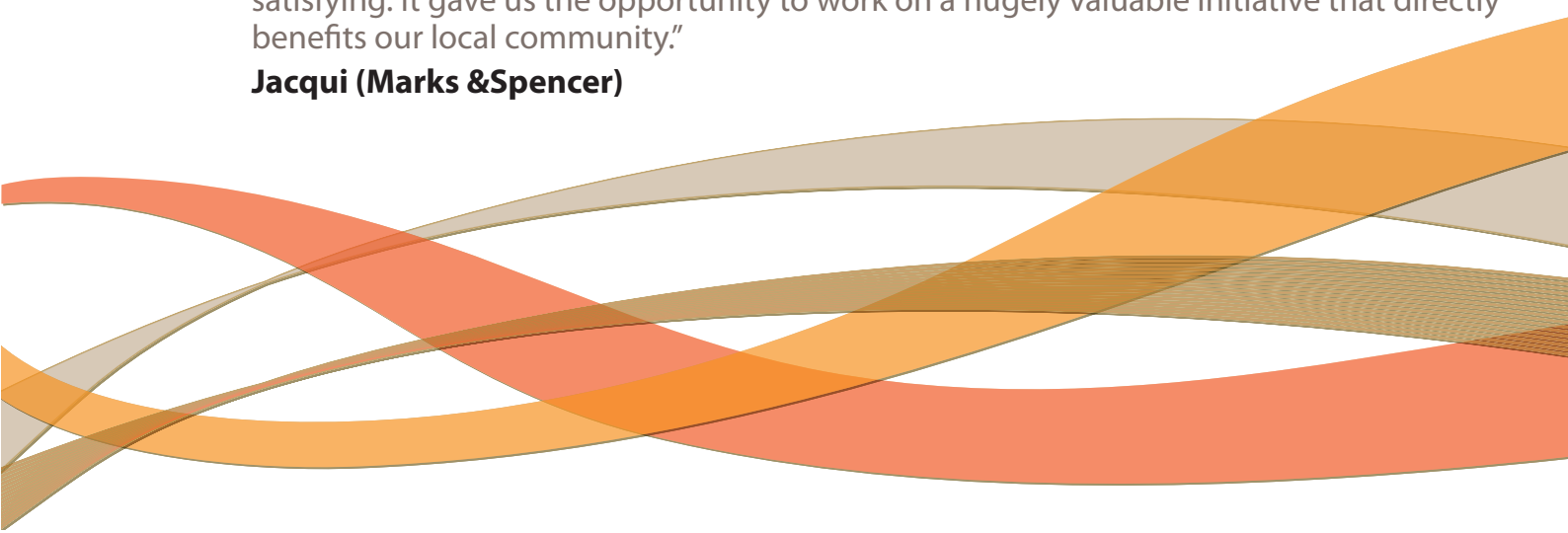
The opportunity arose as a result of the charity rebranding from Age Concern to Age UK. With the rebrand came a new direction and identity for them and a nationwide rollout. At a local level, it was important for all staff and volunteer workers to understand the benefits and impact of the change, to drive it through, realise positive elements and make improvements at a retail level across Westminster.

"Four volunteer days from this highly skilled team has made a huge difference to our charity. It has left us with a legacy of knowledge that we can apply again and again."

**Spokesperson from Age UK (Westminster)**

"Being able to share our experience with the Age UK team was both rewarding and satisfying. It gave us the opportunity to work on a hugely valuable initiative that directly benefits our local community."

**Jacqui (Marks & Spencer)**



## M&S in the Community

M&S is one of the UK's leading retailers, with over 21 million people visiting their 700 UK stores each week. They employ over 76,000 people in the UK and abroad.

With its UK Head Office based in Paddington, M&S regularly fundraises for local charities and community organisations. M&S frequently supports St Mary's Hospital, located opposite the retailer's offices, most recently raising £125,000 for the hospital as part of its 125th anniversary celebrations.

In 2007 M&S launched its eco-ethical plan: 'Plan A', committing to change 100 things over five years. In March 2010, it expanded Plan A setting out a further 80 commitments to help it become the world's most sustainable major retailer by 2015. Fair Partner is a major strand of the M&S Plan A vision and it is committed to supporting local communities through fundraising and employee volunteering.



## Age UK

Age Concern Westminster exists to promote the well being of older people in the City of Westminster to help make later life a fulfilling and enjoyable experience. They work to improve later life for the over 50's in Westminster by providing life-enhancing services and vital support. Their vision is of a world in which older people flourish and they do this through communication, advice, campaigns, products, training and research.

They also enable people over 50 to mix with each other and take part in activities that suit their interests and hobbies. Keeping mentally active, physically fit, having a good network of friends and maintaining a balanced and healthy diet are all important in helping people over 50 to lead better lives and remain active citizens.

