



## Making Waves at Westminster Boating Base

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.

### Changes All Round

A team of Hospitality specialists took on the challenge of 'adopting' Westminster Boating Base (WBB) for a spell and proceeded with the plan to give the charity a complete overhaul. Their aim was to make a positive, long term impact on the future of WBB.

After considering a range of projects, it was agreed that the team would initially concentrate on helping WBB by improving the earning potential of their fantastic riverside venue. The team visited WBB with Time for Paddington to assess the situation and determine the requirements.

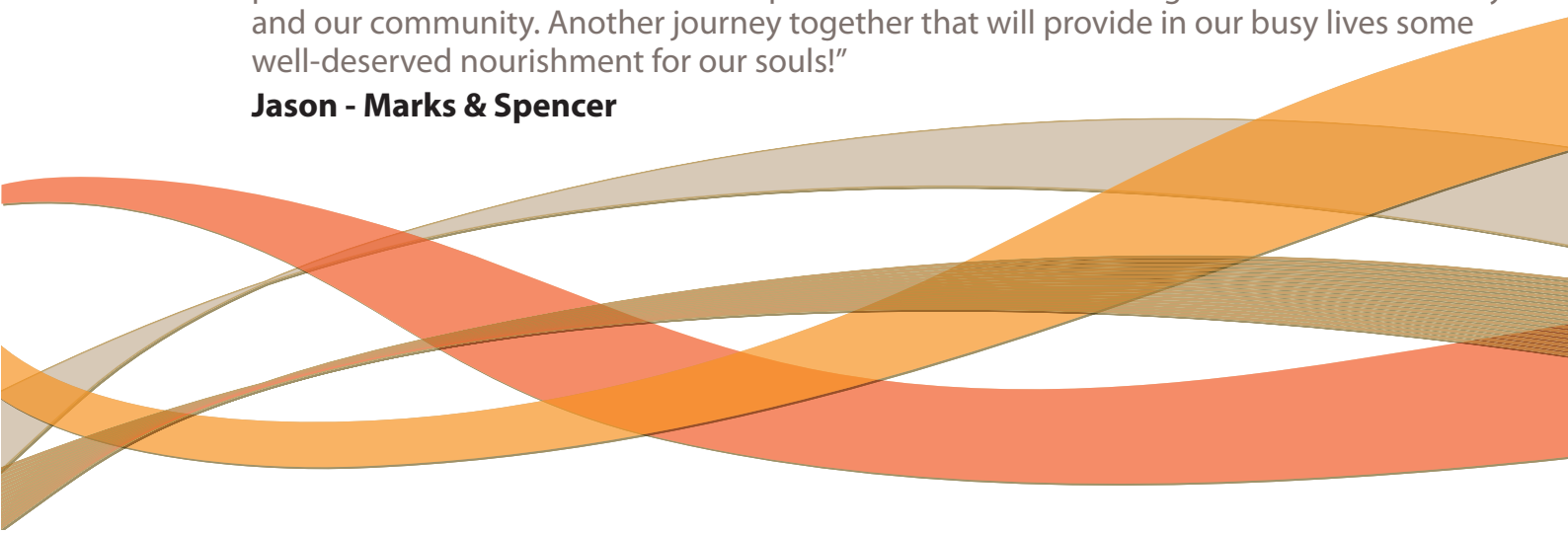
The 20-strong team then divided themselves into project groups, supporting several areas. An investigation on how an overhaul could be achieved by a comprehensive redesign and refurbishment of the venue is now underway, with much-welcome implementation in the pipeline.

"We are pleasantly shell-shocked, as it's not often that M&S walk through your door wanting to help you. We are very grateful indeed to the team for selecting us as the vast array of skills each person has is of considerable value to us in the short and long term. I also hope that the team get some benefit and satisfaction from what they do."

**Alan - Chief Executive, Westminster Boating Base**

"We have all worked together to contribute towards making M&S Hospitality a most profitable business and now we can put our team skills to making a difference in our city and our community. Another journey together that will provide in our busy lives some well-deserved nourishment for our souls!"

**Jason - 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.



## Westminster Boating Base

Westminster Boating Base is a unique charity teaching watersports to youngsters on the Thames in central London. For more than 33 years they have been working at the grassroots of the community to help deprived and disaffected young people find the right pathways out of poverty and disadvantage and develop their lives in a positive way.

They are an independent charity located on the river Thames in a secluded riverside park, receiving no long-term funding, grants or subsidies. As a result, they rely heavily upon fundraising, donations and renting their venue out for functions - and the benefit they receive from the time and skills of helpful volunteers is tremendous.

