



**Press release**

25 January 2007

**BBC embeds CSR at heart of skills development agenda with  
Connect and Create Programme**

BBC launches Connect and Create, a new scheme designed to offer BBC staff development opportunities through volunteering with selected partners in the community.

"Corporate Social Responsibility (CSR) and citizenship is important to the BBC and this is why we're embedding it at the heart of our skills development", explains Caroline Prendergast, Head of BBC Training & Development.

"Our aim is to provide creative development opportunities with a clear structure and purpose, through sustainable partnerships mutually beneficial for both communities and the BBC", Caroline Prendergast continues. "Connect and Create is at the core of what the BBC stands for; opening up the BBC to the wider community, connecting with our audiences, being actively involved in increasing media literacy in the UK, and, at the same time, developing and engaging BBC staff."

15 national organisations and charities representing a number of sectors such as media, education, arts, disability and diversity have been selected as partners for the scheme. BBC staff will now have the opportunity to get involved with these organisations and develop skills in for example mentoring, media production, team challenges, creativity projects, trusteeship and advisory roles.

The partner organisations have been selected based on location, how the organisation is funded i.e. charity/not for profit, that it's non political and non religious and how the organisation believes BBC staff could help the organisation's vision, aims and objectives. The partner organisations will be reviewed every 15 months.

The 15 selected partners are:

Common Knowledge UK  
Crisis  
Foyer  
Hi8us  
Liverpool Tate  
Media Trust/Community Channel  
National EBP Network  
National Trust  
NCH  
Photovoice  
School Governors One-Stop Shop  
TVYP  
Tomorrow's People  
WRVS  
Young Enterprise

**Connect and Create** is the result of a merger of two teams; Connecting with Communities and Learn for Real. Connecting with Communities was a Corporate Social Responsibility programme offering volunteering schemes for BBC staff with 35 national charitable organisations. Learn for Real has been working with 35 community media organisations, providing skills development opportunities for staff.

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**Tomorrow's People** is a national charity with a 22- year track record of success in helping people out of long-term unemployment, homelessness, welfare dependence including incapacity benefits, and into jobs and self-sufficiency. It has helped change the lives of more than 400, 000 people across the UK who had been resigned to long-term, even life-long, unemployment, since it was established in 1984.

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