

Diageo and Tomorrow's People: Showing what it means to be a good corporate citizen

"...working in partnership in the communities in which we operate can result in significant social benefits and help sustain a prosperous business environment." Geoffrey Bush, Director of Corporate Citizenship at Diageo

Community investment

Leading premium drinks company, Diageo believes that being socially responsible and investing in the communities in which it operates is at the heart of what it means to be a good corporate citizen.

By committing resources to a relatively small number of projects, concentrating on key themes and working in partnership with others, Diageo aims to maximise the effectiveness of its community investment.

Besides Diageo's primary focus on responsible drinking, its other community activities fall into three further focus areas – one of which is 'Skills for Life' – working with unemployed or disadvantaged people to help them find worthwhile work or start new business ventures.

For Diageo, its work with employment charity, Tomorrow's People is an important success story, fitting with its 'Skills for Life' corporate social responsibility focus. The charity was created by a predecessor of what is now Diageo in 1984, following its identification of chronic unemployment as the root cause of much of the inner-city unrest of the 1980s. The management's 'direct action' response was to help overcome the problem by providing jobseekers with the skills and qualifications that local employers needed.

Helping thousands into work

The pioneering social enterprise that it started has become Tomorrow's People, a national charity helping people and communities overcome long-term unemployment. Its focus is on the hardest to help groups around the UK – people with disabilities, ethnic minorities, lone parents, ex-offenders, excluded young adults, the homeless and refugees. Tomorrow's People works one-to-one with these clients, offering training, confidence building, job search, CV writing and interview skills.

Tomorrow's People has helped over 400,000 people since it rose out of the ashes of the inner-city riots of the early 1980s. Created and managed directly for the first twelve years by Diageo, it was highly innovative, an early manifestation of businesses recognising that healthy high streets need healthy back streets. More than twenty years on, its record of getting people back to work and boosting community cohesion is second to none.

Case Study



How Diageo supports Tomorrow's People

Diageo has invested £25 million towards the work of Tomorrow's People over the last twenty years, but the company's contribution has been much greater than simply providing direct funds. Diageo's support has included:

- Work placements for the unemployed in Diageo-owned businesses
- Diageo staff input in providing advice and mentoring to clients of Tomorrow's People, such as running career workshops for young people
- Working with Tomorrow's People to research and pilot innovative new employment programmes such as helping disadvantaged youths
- Access to business advice from Diageo's experts on finance, corporate governance, communications, strategy, property issues, negotiation of leases and so on
- Use of company premises, particularly Diageo's headquarters in London for meetings, conferences and promotional events

Society benefits

An independent evaluation of Tomorrow's People undertaken for its 20th anniversary by Oxford Economic Forecasting, shows considerable savings to the Exchequer, the health service and to the costs of crime. At the time of the evaluation, commissioned by Diageo in 2005, the charity had helped 382,000 people into employment and benefits to society were estimated at £450 million. To date, Tomorrow's People has helped over 400,000 long-term unemployed into sustainable jobs and on average, 76% of people it helps are still in employment 12 months on.

Oxford Economic Forecasting concluded: "Tomorrow's People is still very much at the forefront of action to help the unemployed and socially excluded and is well-placed to tackle the problems as they arise...Under the guidance of Diageo, Tomorrow's People has also adopted sound commercial principles of business management. This has contributed significantly to its ongoing success."

Flexible relationships

In March 2005, the charity became legally independent from Diageo. Tomorrow's People's independence is an example of Diageo taking an active role in the communities in which it operates and empowering the organisations it helps to become self-supporting in the long-term. The change will deliver significant benefits - a greater sense of community ownership and freedom for Tomorrow's People to engage new supporters and form new partnerships.

Geoffrey Bush, Director of Corporate Citizenship at Diageo, said: "Tomorrow's People is an important success story for our business. It shows how working in partnership in the communities in which we operate can result in significant social benefits and help sustain a prosperous business environment."

Case Study



“Everybody who has been helped by Tomorrow’s People to make their way in life has been given the freedom to succeed. And just as individuals have been empowered to succeed, so has Tomorrow’s People as an organisation.”

Although its relationship with Tomorrow’s People has changed, Diageo continues to support Tomorrow’s People. Under the Home Office youth volunteering programme ‘V’, Diageo is currently working with Tomorrow’s People to expand a project helping disadvantaged young people to develop life management skills and gain practical work experience.

To find out more about Tomorrow’s People, please contact Steve Swan, Tomorrow’s People National Sales and Development Manager by emailing sswan@tomorrows-people.co.uk or telephone 0238 089 9915

For more information about Diageo, please contact Geoffrey Bush, Director of Corporate Citizenship by emailing geoffrey.bush@diageo.com or visit www.diageo.co.uk

Press enquiries:

Michelle Easty
Media Relations Manager
Tomorrow’s People
Tel: 01424 203752