

# Helping businesses become community champions

## Case study



John Mowbray, Northumbrian Water's Corporate Affairs Director (centre) with some of the children and new coaches who have benefitted from the scheme

With help from Northumbrian Water, over 10,000 children receive free tennis coaching lessons last year.....

With a strong focus on five key areas which include People, Environment, Customer, Reputation and Environment, Northumbrian Water (NW) continue to demonstrate their leadership in corporate responsibility.

Winners of many CSR awards, they have built a strong relationship with communities through schemes which have a strong focus on employee involvement.

## Water a success!

Jeanette Pickard, of the Tony Blair Sports Foundation tells us; "Our business scheme is about working with companies and their employees to grow, develop and nurture sports coaches for the community which will give all children access to become involved in sport whatever their ability."

She adds "Northumbrian Water have a strong focus in their CSR programme on people, communities, health and sustainability and that is exactly what our scheme provides, which has resulted in us having a great partnership."

One of the first to join the scheme in 2007, Northumbrian Water (NW) continue to demonstrate their commitment to the community and CSR. Jeanette explains "It was Northumbrian Water's input that has given us the ability to grow our successful tennis competition."

The employees have also benefitted, as they have the chance to develop other professional and personal skills. Sharon Martin, an NW employee who participates in the scheme tells us; "By giving my time and expertise, I can help the wider community, encourage other children in the region to take part in tennis and actively promote playing the sport as part of a healthy lifestyle. This is something I wouldn't normally get the chance to do in my every day work. The scheme has given me a great sense of achievement to see the impact it has on the children and the community."

Thanks to NW's hands on approach to their community activity, many across the North East have benefitted. At the launch of the TBSF tennis competition, 32 schools took part. There are now almost 400 schools involved which have seen over 10,000 children benefit from free tennis coaching sessions.

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