

A vibrant city street scene at dusk. The street is filled with activity, including cars with headlights on, pedestrians, and a cyclist. The buildings in the background are multi-story and feature various signs, including one that says "COMPTANT". The overall atmosphere is lively and urban.

# Better business

# Stronger communities

**Good for business, good for the people and places around you**



**FutureProofCIC**  
Better Business. Stronger Communities

# Traditional values current thinking



**We think there's a better way to do business. One that creates value for your organisation while making a positive impact on the people closest to you. We define the strategies, establish the programmes and measure the impacts that make yours a better business.**

## Why?

Because better business decisions are defining the way we work, live and interact with the people around us. We all make decisions that affect our own lives, along with the lives of the people we work with, the organisations that we

do business with, and the community in which we operate. Our role is to help you make those decisions, and to make the most of what you do – impact for your business, value for your customers and community benefit where it is needed.

We believe in a better way of doing business – one that brings commercial value to your organisation while demonstrating ethical, social and environmental benefit to the people around you.

# Better business, what we do



**City  
Airport**

Managing the strategic transport and onward travel requirements of the **UK's most business friendly airport.**

## SOCIAL VALUE workshop

Working with the **Coast to Capital Local Enterprise Partnership** to grapple with and define the ways

in which their activities and voice can **unlock social value** across the South East.

## Sussex Cricket

Creating a new **'Twenty20' CSR strategy** for the club that built and enhanced relationships with key local, sporting and government stakeholders.



## Combating loneliness with Friends of the Elderly

Be a Friend local media campaign reaching **2 million** people across Sussex and Brighton.

**Building relationships with key partners and stakeholders** to deliver initiatives that directly **reduce loneliness** among older people.



## digital training

Bringing together Friends of the Elderly, West Ham Utd and Barclays to use the **power of sporting stories** to **combat loneliness and isolation** among older people in east London.



## WASP

A bespoke impact assessment that calculated and communicated the direct and indirect benefits of the much loved Whitehawk After School Project



# Your brand your values

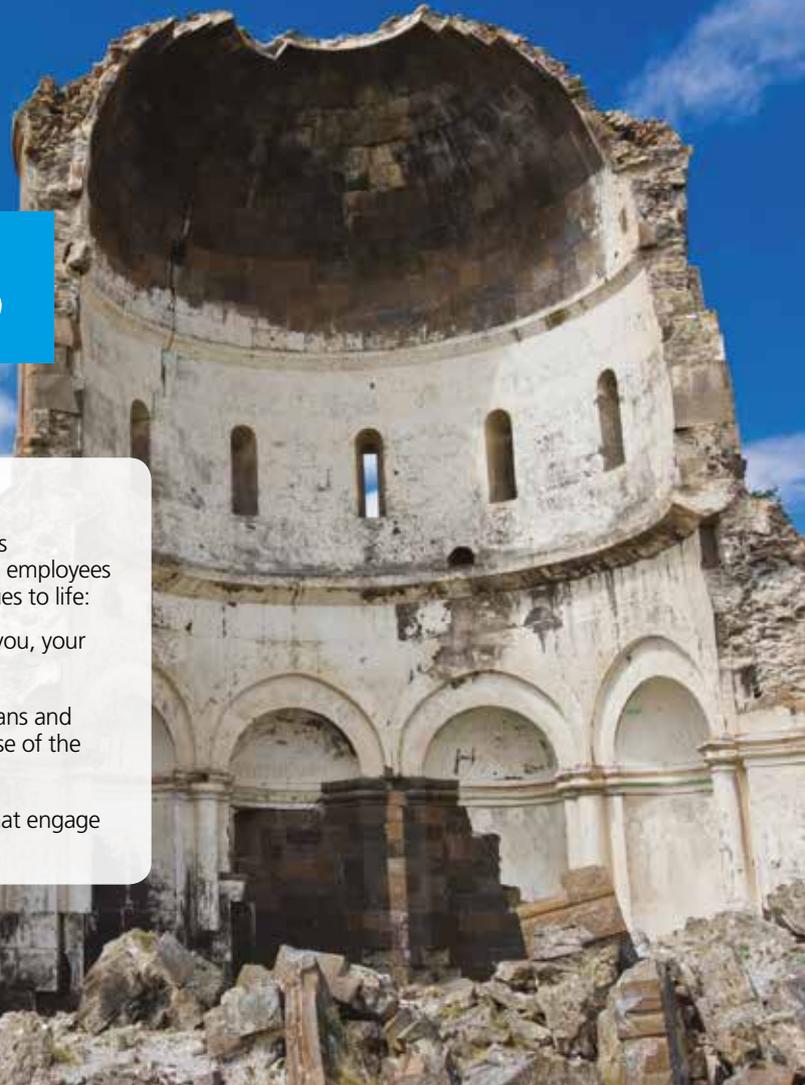
## **Authentic. Credible. Unique**

We build tangible and compelling strategies, solutions and stories that set you apart from your competitors and draw stakeholders, employees and customers to your brand. Talk to us about bringing your values to life:

**Good intent** - defining your vision and values by talking to you, your employees, customers and stakeholders

**On the ground** - building the strategies, implementation plans and communication programmes that meet your needs, and those of the people around you

**Sharing your story** - creating the messaging and metrics that engage and resonate with your audience



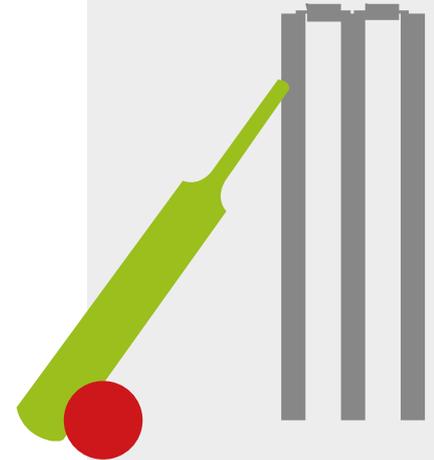
# Good intent

## Respond to employee, consumer and industry demand and define a better you

We build strategies focussed on what's important to you, your industry, stakeholders and customers. We tease out your aspirations and commitments that strengthen your business. We start the conversations that draw people to your brand and give a voice to all those overlooked parts of what you do that make a difference to the people that matter. We help you build effective and impactful strategies:

- explore and identify your business and organisational priorities
- map the specific needs of your community, industry and stakeholders
- through benchmarking define and become industry best practice
- engage your employees and create a shared vision for your business
- create a collaborative approach by engaging all your stakeholders
- use your values to leverage commercial, social and economic capital

what we do:  
**Sussex Cricket in  
the Community  
Twenty20 vision**



**Producing a focussed  
and engaging strategy  
that defined the  
Club's vision and  
approach to inspiring  
a lifelong passion for  
cricket in communities  
across Sussex.**

# Simple steps to success

## Practical. Impactful. Measurable

We take the time to find out what's important for your business before establishing the solutions that are right for you. Translating strategy into action we identify and take the steps that ensure your longer term targets and aspirations are achieved. Here's how:



## Global to local

Corporate policies held centrally? We develop the local programmes that put your operations at the centre of their community.

# On the ground

## Turning vision into reality and making a real difference

It's not about policies that don't add value – or processes that make life more difficult. What we offer are straightforward, measurable solutions that increase resilience and efficiency. Talk to us about:

- working with you to activate your social, economic and environmental strategies
- engaging employees and stakeholders to secure support and participation
- measuring and assessing your social, economic and environmental impacts
- offering a differentiator to tenders through enhanced social value
- strengthening supply chains through inclusion of social enterprise
- transport and travel plans that reduce your footprint

what we do:

**Friends of the Elderly**

***Changing the future of loneliness***



**Taking their national *Be a Friend* campaign to a regional level and securing partnerships that deliver social change**

# Engaged and supportive

**Compelling.**  
**Memorable.**  
**Insightful**

The stories we tell are designed around you. We create the messages, stats and campaigns that engage, convince and reassure across your key stakeholder groups. From simple impact assessments to full corporate reports – we'll create the messages that enable people to understand the full value of all that you do.

**We get people  
talking about you**

**drawing customers and clients to your brand**

**opening supply chain opportunities**

**building relationships with sponsors and funders**

**demonstrating shareholder value**

**creating partnerships that strengthen your offer**

**attracting and engaging employees**

**reassuring those closest to you**

# Sharing your story

## Building trust with the people that matter

Personality, charm and resonance. Three things that make a good story. We like to craft a compelling, authentic narrative that connects with your audience and draws them to your brand. We find out what matters most to you, and those closest to you, before using your story to develop the relationship between you, your community and your customers. Talk to us about:

- reports that tell your story with passion and integrity
- press and marketing campaigns that draw your audience to you
- engaging videos that bring your story to the screen
- common conversations that get you and your neighbours talking
- impact assessments that put a number on what you do
- eye-catching infographics that resonate with your audience



## what we do: Brighton Marathon

Painting a year round picture of the Brighton Marathon's economic and social impacts secured a long term future for this important international event giving a new dynamic to local and commercial relationships.

Brighton Marathon measuring the value that

**10,000** runners and  
**150,000** spectators bring to the City

# Achieving social impact

Our work

Our  
support

Our time

We're a social enterprise. That means we have made a commitment to improve the society in which we live and work. We do this by working with people who share our social ethic and by giving back through financial contributions or pro bono work.

Friends  
of the Elderly

creating the partnerships  
that change the future  
of loneliness



**16-24**

supporting Young Start  
Up Talent 2012 to identify  
the next generation of  
entrepreneurs



sponsoring  
**Brighton's**  
Old People's  
Awards 2013

**Your** look  
local

getting **150+**  
stakeholders across the  
south east talking about  
local supply chains

# Our values

## Better business, stronger communities

We view every project and every conversation as an opportunity to bring businesses and communities closer. We think that society and business are at their best when social and commercial issues are better balanced. We create the strategies and solutions that are good for your business, and for the people and places around you.

## Our way of working

always

AUTHENTIC

*honesty and credibility  
are integral to us*

be

*Original*

*innovative thinking  
guides all that we do*

think

**BOLD**

*being brave in the  
solutions we create*

belief in

CLARITY

*speaking, thinking and  
engaging clearly*

make a

**DIFFERENCE**

*working with you to  
realise social change*

# Talk to us

A chat over a cuppa, a free-flowing focus group, a structured interview. We start the conversations that define, build, and measure the values that enhance your brand and make a real difference to the people closest to you.



**FutureProofCIC**  
Better Business, Stronger Communities

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