

Cabinet

1st February 2024

Report of the Portfolio Holder for Environmental Health and Community Partnerships

Business Community Connector Scheme

EXEMPT INFORMATION

None

PURPOSE

To consider the Council formally sign up to the Community Together CIC Business Community Connector Scheme.

RECOMMENDATIONS

It is recommended that Cabinet:

- **Endorse the Council formally sign up to the Business Community Connector Scheme**
- **Endorse the circulation of the directory for all staff and councillors to signpost to support available in the community**

EXECUTIVE SUMMARY

The Business Community Connector Scheme is a new initiative that has been launched by Community Together CIC to recognise the positive impact that local businesses and organisations have in helping address loneliness, isolation and sign posting to essential support services. It is free and simple to sign up.

The scheme has been promoted and developed in conjunction with a wide range of partners by Community Together CIC and is supported by the Partnership team. Community Together CIC will remain the data controller.

Businesses who sign up to the scheme receive:

- A 20-minute sign posting training video that can be shown at a team meeting or watched by team members in their own time.
- A Large and Medium Window sticker to put on display to let their customers know they are part of the scheme.
- A directory of local services to sign post people to which will be updated every quarter by Community Together CIC.
- Community Together CIC will also actively promote those businesses that sign up.

Many Tamworth businesses have already signed up for the scheme, including café's, pubs, hairdressers, barbers, retail outlets, leisure facilities, gyms,

These businesses know their regular customers and have conversations with them and get to know them. They know when people don't come in, or are feeling down or not themselves, in these scenarios if a member of the public discloses for example a recent bereavement, loss of job, wanting some advice and don't know where to turn, then they can use the directory to sign post to an appropriate service.

It is proposed that the Council also pledge to sign up to the Business Connector Scheme as part of our commitment, through our corporate priorities to support the most vulnerable in our communities.

The directory of services developed is a valuable tool for use by staff supporting Tamworth residents, Councillors in the community and for staff to support each other. It also provides an opportunity to assist in the promotion of the scheme to the wider business community and to support our commitment to the voluntary sector organisations who provide such valuable services.

Businesses can sign up by calling Freephone 0808 175 4041 or Community Together CIC Facebook / Twitter Pages, and by visiting the Website www.communitytogethercic.org.ukn

RESOURCE IMPLICATIONS

There is no fee to join the Business Community Connector Scheme. This is a FREE scheme.

There will be no resources required from TBC to maintain/update the directory as this will be undertaken by Community Together CIC on a quarterly basis.

LEGAL/RISK IMPLICATIONS BACKGROUND

There are no staffing, community/performance planning, sustainable development, community safety, equal opportunities or human rights implications arising from this report.

ENVIRONMENT AND SUSTAINABILITY IMPLICATIONS (INCLUDING CLIMATE CHANGE)

The Business Community Connector Scheme will be sustained and kept up to date by Community Together CIC who are the responsible organisation for this scheme.

There are no climate change/net zero Implications as a result of this report.

BACKGROUND INFORMATION

Tamworth Borough Council has recognised for some time the role that Businesses can play in reaching some of our most vulnerable clients. The scheme can support businesses with the toolkit to signpost both their staff and/or residents of Tamworth to support services available within our community.

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APPENDICES

Copy of the Directory.



Business Connector Directory V4 22nd N

List of Businesses signed up



List of Businesses signed up for Business

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