

# Investing In Our Local Communities

The Dawley Town Hall Development



**At Capgemini, we acknowledge the importance of fostering safe, inclusive and resilient communities, to ensure employee satisfaction and create conducive environments for company growth.**

This is why we are actively involved in a number of projects to help build thriving communities in the towns and cities our offices are located. These projects vary from regenerating community centres through to awarding community impact awards to supporting local charities close to our employees' hearts.

## About Dawley Town Hall

Parts of Dawley are amongst the top 10% of most deprived areas in the UK. Dawley is a 10 minute drive away from our Telford office. We spotted a unique opportunity to support Telford and Wrekin Council's objective to put the heart back into Dawley, through providing both financial and volunteer support to help in the regeneration of Dawley Town Hall community centre.

## What we did

- Donated **£10,000** towards the regeneration project
- Supplied **200** employees who volunteered time and expertise towards the redevelopment
- Provided **10** high-spec computers to furnish the Capgemini Cyber Cafe.

Through Capgemini's support, Dawley Town Hall is now the hub of this thriving community, providing opportunities for education, socialising and creative activities.

## Cyber Cafe

At the centre of Dawley Town Hall sits the Capgemini Cyber Cafe. Capgemini staff installed 10 high spec refurbished computers which are used for web surfing and IT training. Many local students and job seekers looking to broaden their skills have completed the eight-weeks IT learning course held in the cafe.

*“We've been right behind the project to re-open the town hall for three years now and have helped realise the transformation with both brawn and brain”*

*Dean Smith  
Operations Manager, Telford*

*“We are passionate about being a good neighbour in the communities where we operate and the Dawley Town Hall project has provided a focus that has been embraced wholeheartedly”*

*David Wilson  
CR&S Lead, Telford*

## Business Case for Volunteerism

Corporate volunteer programs drive employee engagement. Companies that promote active corporate volunteer programs enjoy greater employee satisfaction, higher morale, and consequently greater productivity and profitability.

As highlighted in a recent report issued by Realized Worth, “for companies where employees were more engaged than not, their profitability jumped by **16%**, customer loyalty was **12%** higher, and work quality by **60%**.”



### Social impacts:

- The project brought all generations and members of the community together.
- Dawley Town Hall reopened, helping restore the heart of the community.
- Capgemini Cyber Café provides opportunities for ICT training while small local enterprises use the Town Hall for generating an income.

### Business impacts:

- Provided team building opportunities to increase employee cohesion and training at reduced costs to conventional methods.
- Contributed to a low employee attrition rate of 1.5% in the Telford office.
- Has generated positive media coverage for the company, increasing Capgemini's appeal as a responsible and ethical employer.
- Provided career development opportunities for several employees, as a result of skills and confidence gained.
- Provided a high-quality and inspiring new venue for external business events and meetings.



### Big Tick Award

As a result of the Dawley Town Hall community project, Capgemini was awarded the prestigious 'Big Tick Award', solidifying our position as market leaders in community engagement initiatives.



## About Capgemini

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