

# Making The Case for Getting Involved

with George Lilley

**Managing Director**  
Eric Wright Facilities Management

**Director**  
The Eric Wright Group

# Who are we making the case to?

01



Shareholders

02



Customers

03



Employees



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FACILITIES MANAGEMENT

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# We're Different

A COMMERCIALY FOCUSED BUSINESS WITH A SOCIAL PURPOSE





ERIC WRIGHT  
CHARITABLE TRUST

# Profit for Purpose

The shareholding in the Group is 100% owned by the Trust, a charitable body.

## 1. The Trust's Focus

- Continue to evolve the charitable giving strategy

## 2. The Group's Focus

- Make a profit
- Implement a Social Value Strategy that complements the Trust's activities



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# Charitable Giving Strategy

Lakeland Adventure  
Centre (Water Park)



Eric Wright  
Learning Foundation



Grants: Major,  
Community & Minor



Matched Fundraising  
To Staff



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CHARITABLE TRUST

# Lakeland Adventure Centre Water Park



**87,000**

children have attended  
courses at Water Park since  
its establishment in

**1998**

**In 2021 the Waterpark delivered:**

**£193k**

gifted in course subsidies

**225**

local schools engaged

**3,500**

children attended Water Park



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# The Eric Wright Learning Foundation

 **3,764**

People have attended to acquire vocational qualifications

**2005** 

The Eric Wright Learning Foundation was established

**30** Ambassadors have supported events across the country  
**34** engaging with

**25,674** students



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In 2021 EWLF supported:

**£33k**

gifted in bursaries and PPE costs

**88**

Bursaries were supported

**1,401**

Pupils and adult learners attended





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# Grants **£2.0M**

**MAJOR  
GRANTS  
≥ £10K**



**32 totalling  
£720k**

**COMMUNITY  
GRANTS  
£5K - £10K**



**23 totalling  
£235k**

**COVID  
EMERGENCY  
FUND**



**31 totalling  
£313k**

**MATCH  
FUNDING &  
MINOR GRANTS**



**31 totalling £25k  
(£17k match)**

# Who are we making the case to?

## 03 Employees







People want to make a difference!





# How are you engaging with your employees?

- Community Days
- Matched Funding





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# The Reality

1.07%

2021



Community Days  
Taken

2.4%

2021



Available Matched  
Funding



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# The Reality

**1.07%** 2021   
Community Days  
Taken

**2.4%** 2021   
Available Matched  
Funding

**1.29%** 2019   
Community Days  
Taken

**2.9%** 2019   
Available Matched  
Funding



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# What's our problem?



# Why?

- One formal channel
- One way (top down)

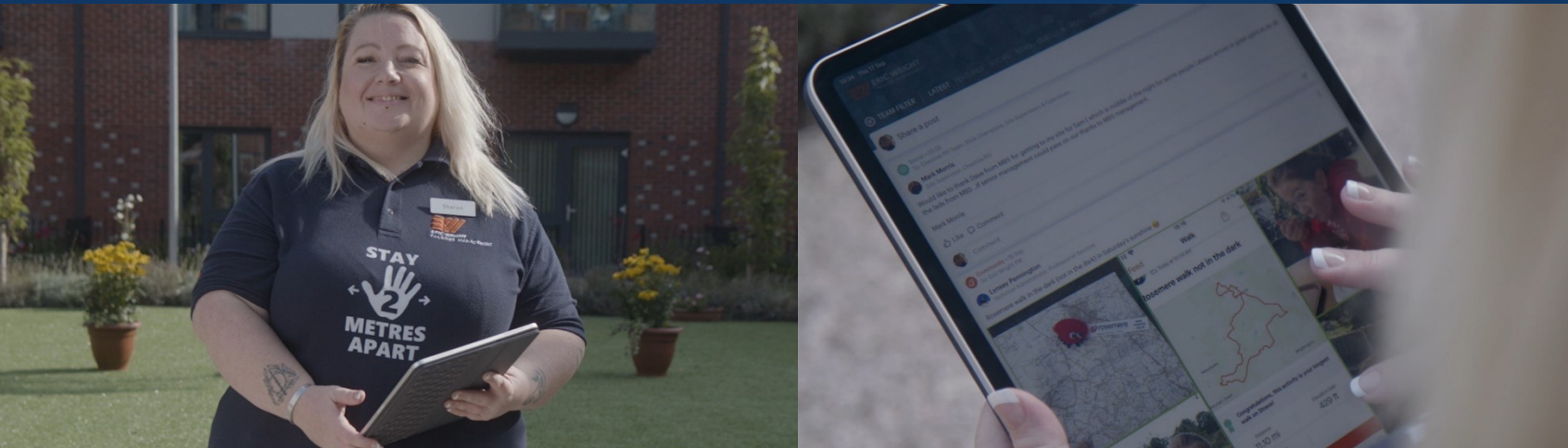


- To feel part of a team
- A multi channel solution
- To be able to talk to peers
- Informality



# Introducing blink

## Employee App: Part of our communication strategy



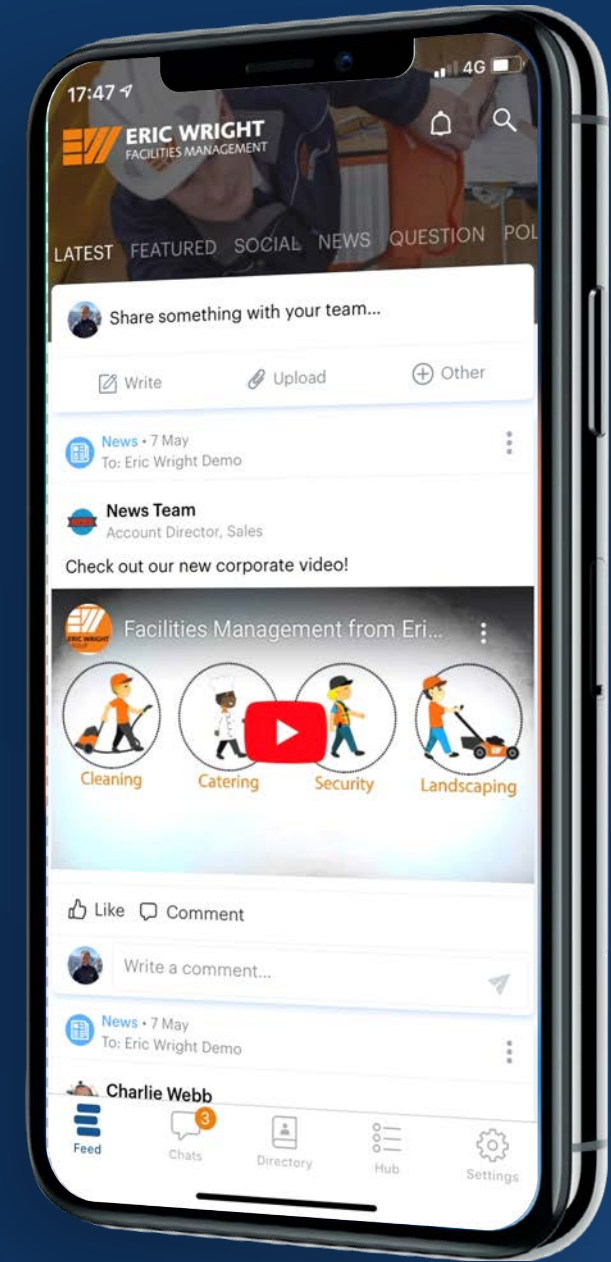
- Feed
- Chat
- Directory



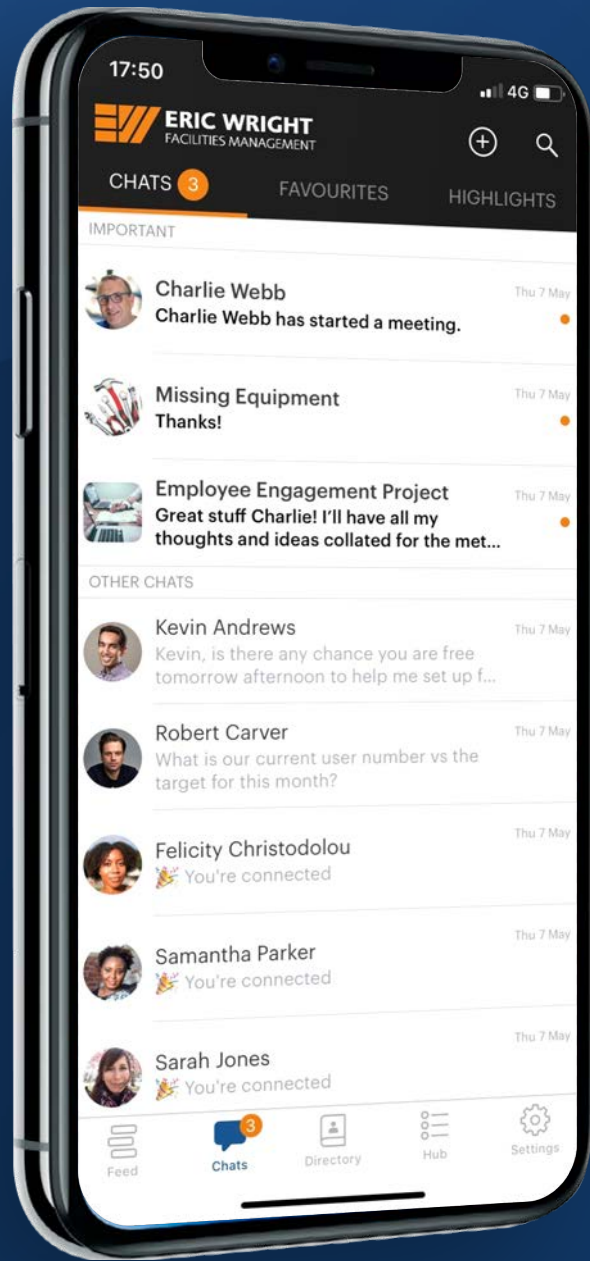
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Using the **FEED** we  
can keep employees  
updated wherever  
and whenever.

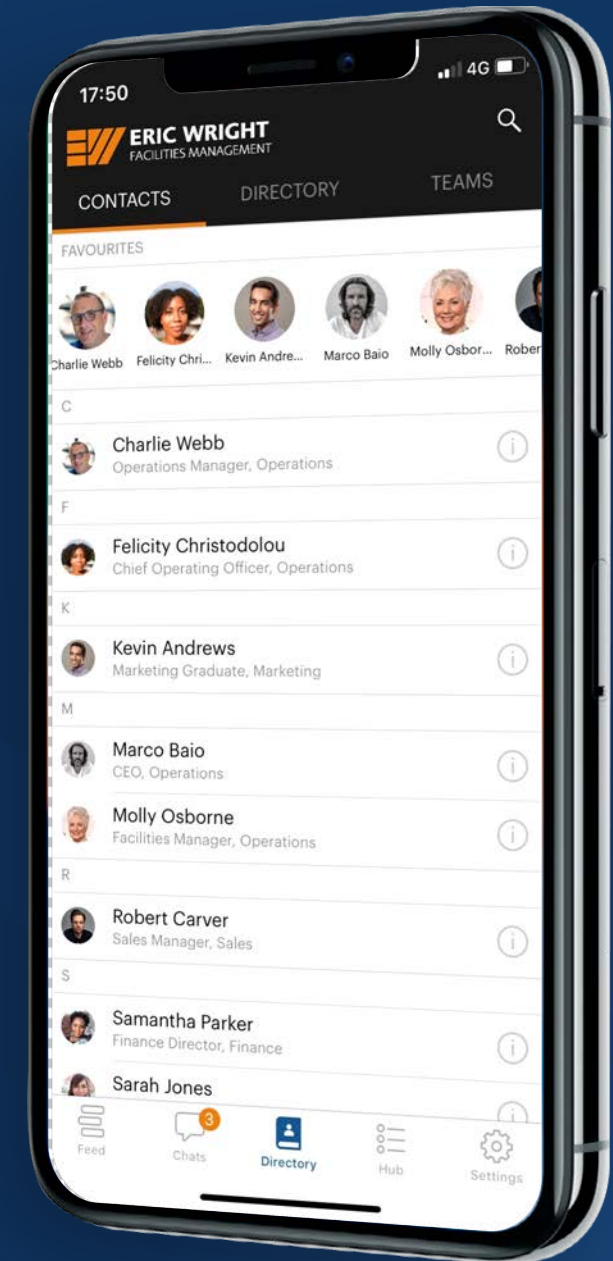






Blink offers a **CHAT** function where all employees can communicate informally.

You can use the  
**DIRECTORY** to find out  
who's who in your  
organisation.



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# Where are we now?

**95%** of our workforce now use Blink





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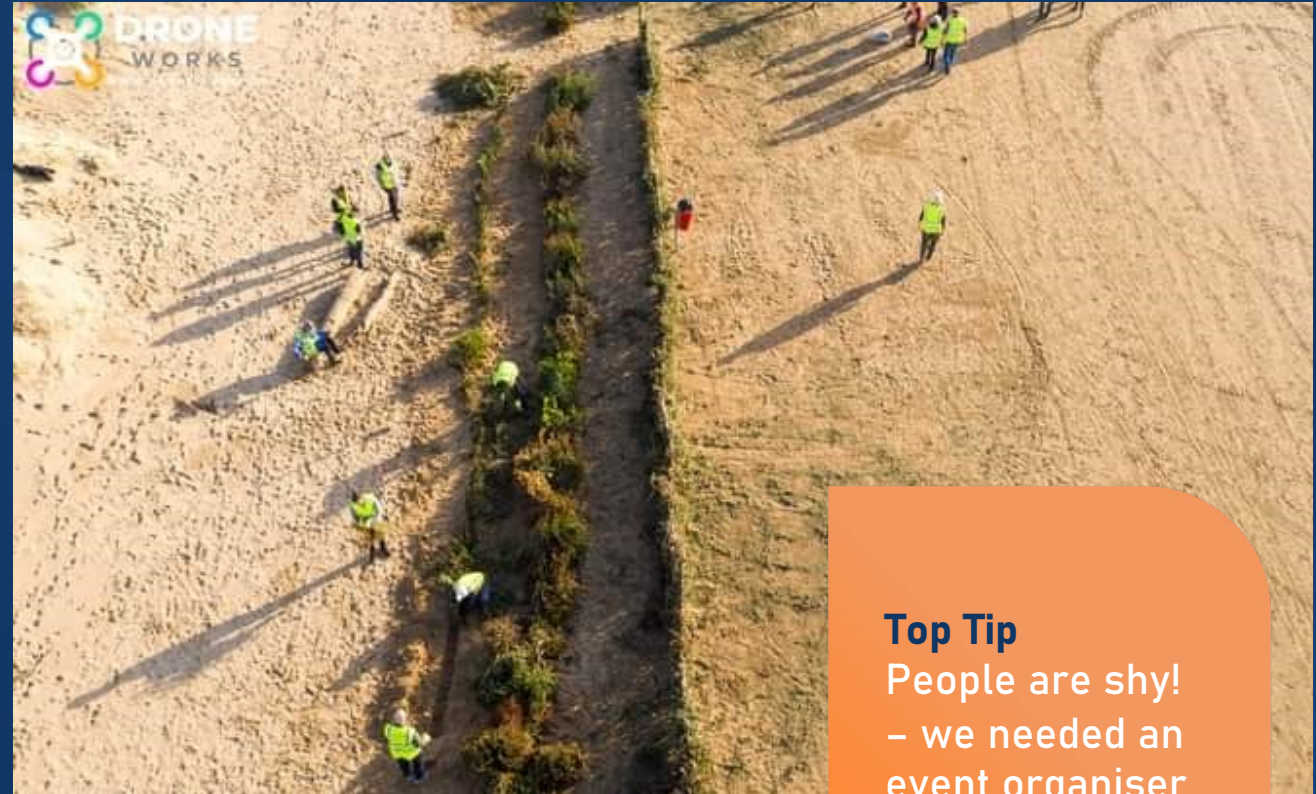
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# Case Studies



# Community Days

## Fylde Sand Dunes Project



**Top Tip**  
People are shy!  
– we needed an  
event organiser



# Fylde Sand Dunes Project



Tuesday

# Fylde Sand Dunes Project





4pm

Tuesday

7pm

Tuesday

 **Fundraising, Community & Events** · 19 Jan  
To: Eric Wright FM


 **George Lilley**  
Managing Director, Eric Wright FM


📁 Hi I am looking for 4 or 5 volunteers to come and help me and Sue Kendrick improve the natural sea defences at Fylde by using recycled Christmas Trees.

The event will take place on Thursday 10th Feb between 10 and 4. I can provide a lift for 4 people from Sceptre House and will even bring you back again. Or just make your own way

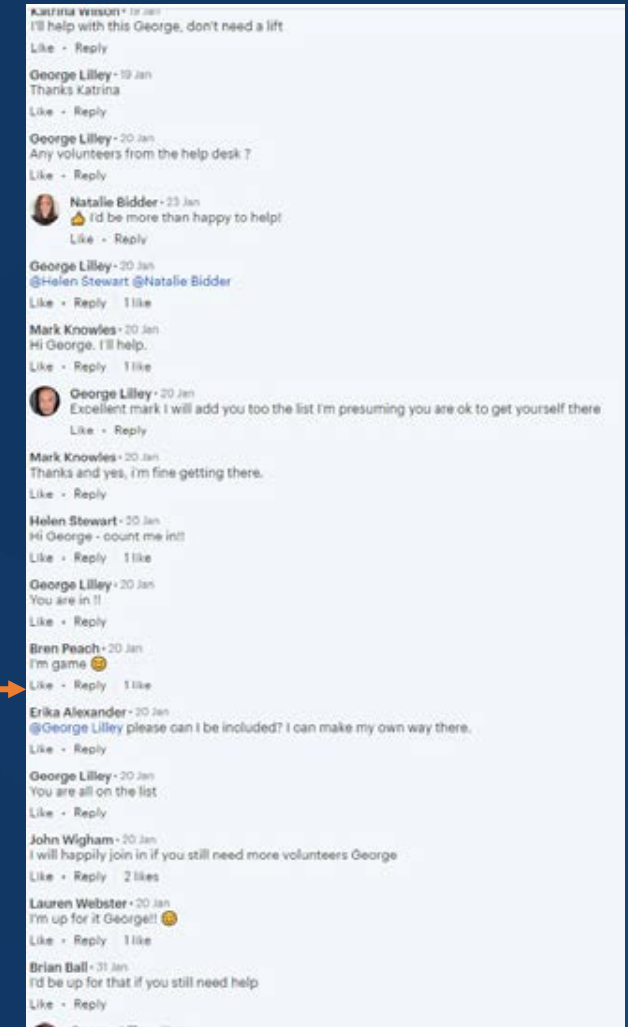
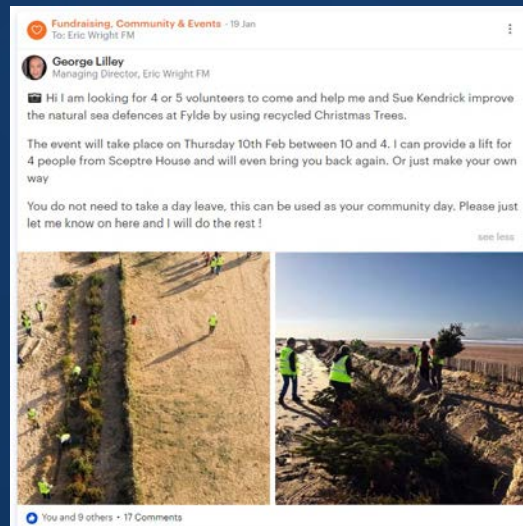
You do not need to take a day leave, this can be used as your community day. Please just let me know on here and I will do the rest !

[see less](#)



 You and 9 others · 17 Comments

# Fylde Sand Dunes Project



4pm

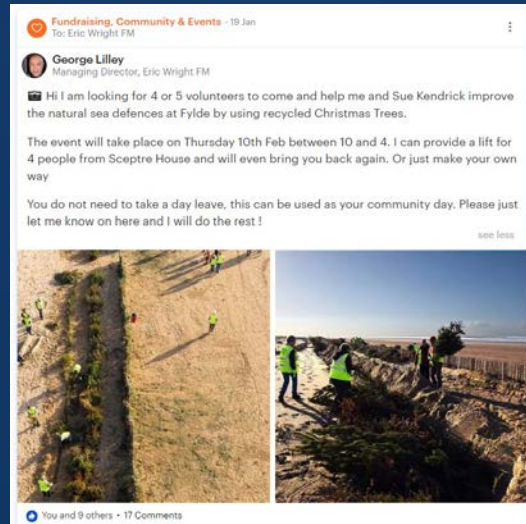
Tuesday

7pm

Tuesday

Tuesday

# Fylde Sand Dunes Project



**8** volunteers confirmed



4pm

Tuesday

7pm

Tuesday

Tuesday

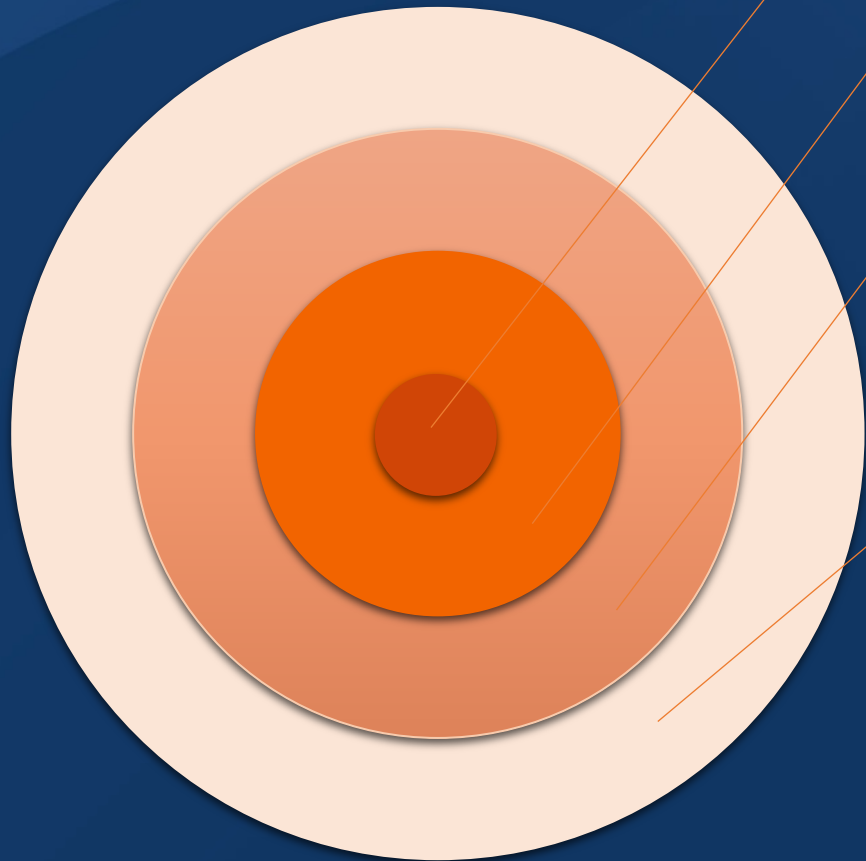
10am

Wednesday



# Match Funding

## Brave the Shave



**Office**  
Immediate  
colleagues

**Blink**  
Remote  
employees

**Teams**  
Group  
employees

**Facebook**  
Friends &  
Family

Simultaneous use of  
communication platforms

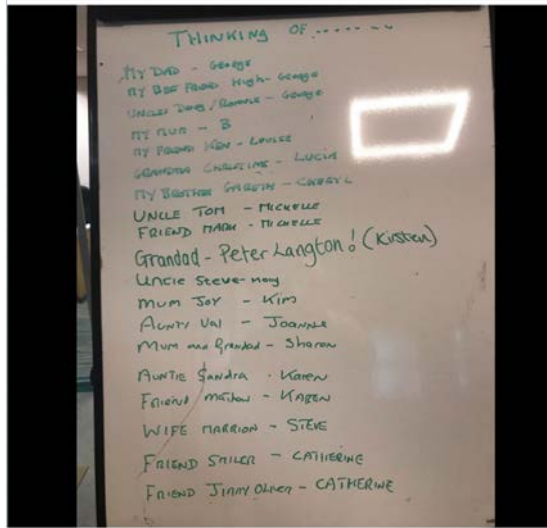




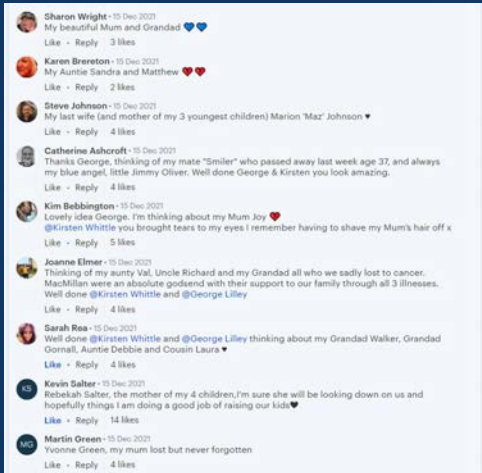
# Brave the Shave



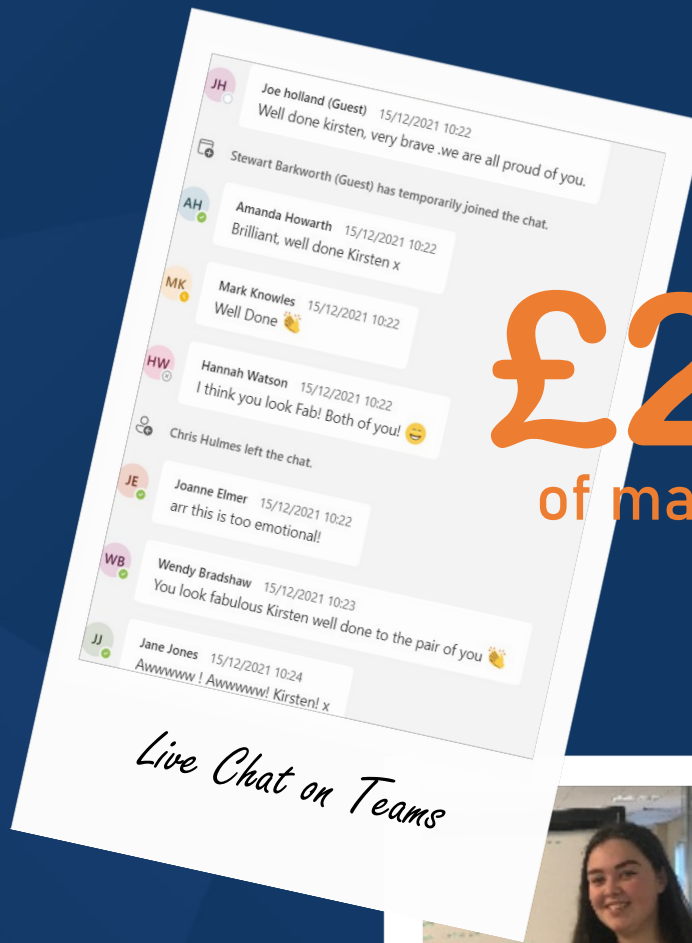
*Kirsten Live on Facebook after completing her Brave the Shave*



*Thinking of Notice Board - added to Blink*

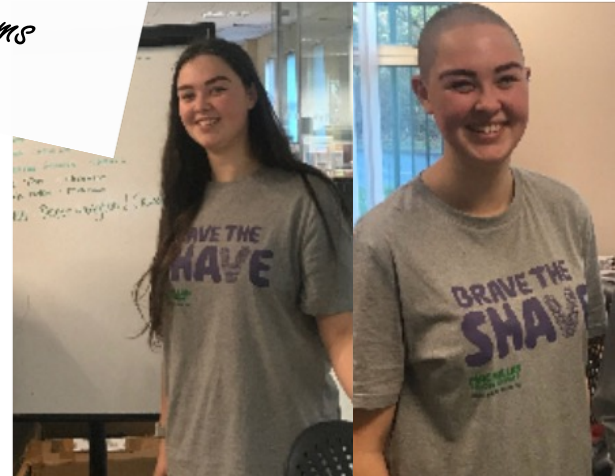


*Thinking of messages coming in on Blink*



*Live Chat on Teams*

**£2500**  
of matched funding



*Before and After*

# Who are we making the case to?

04



YOU



# Leadership is Key



2021 Community Day with  
Tri-Services Veteran retreat



2021 £1000 Match Funding for  
FairShare - £3000 total raised



2021 - £2500 matched  
funding for MacMillan



2022 Career Ambassador



2022 Community Day:  
Improving Natural Sea Defences







Can **you** do more to help?

