



East Coast College

Corporate Social Responsibility Policy

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This document can be provided in a larger font, electronically or other accessible requirement, upon request

Purpose

We recognise that the delivery of our service has a direct impact on the environment and local community and that we have a responsibility to be a community anchor, a good employer, and a responsible consumer of resources.

An Anchor institution

The College operates at the heart of the community and acts as an anchor institution. This means that its role is to be a stable, long-term presence in the community that contributes significantly to local economic, social, and civic life. The College also adapts provision to meet local needs alongside in depth understanding of the barriers that our communities may face.

1. Economic Impact

- **Employment:** The College is a major employer in the region, providing jobs to academic and support personnel.
- **Local Spending:** They stimulate the local economy through purchasing goods and services, construction projects, and student spending.
- **Business Development:** The College supports regional employers through employability projects, workforce support, research partnerships, and workforce development programs.

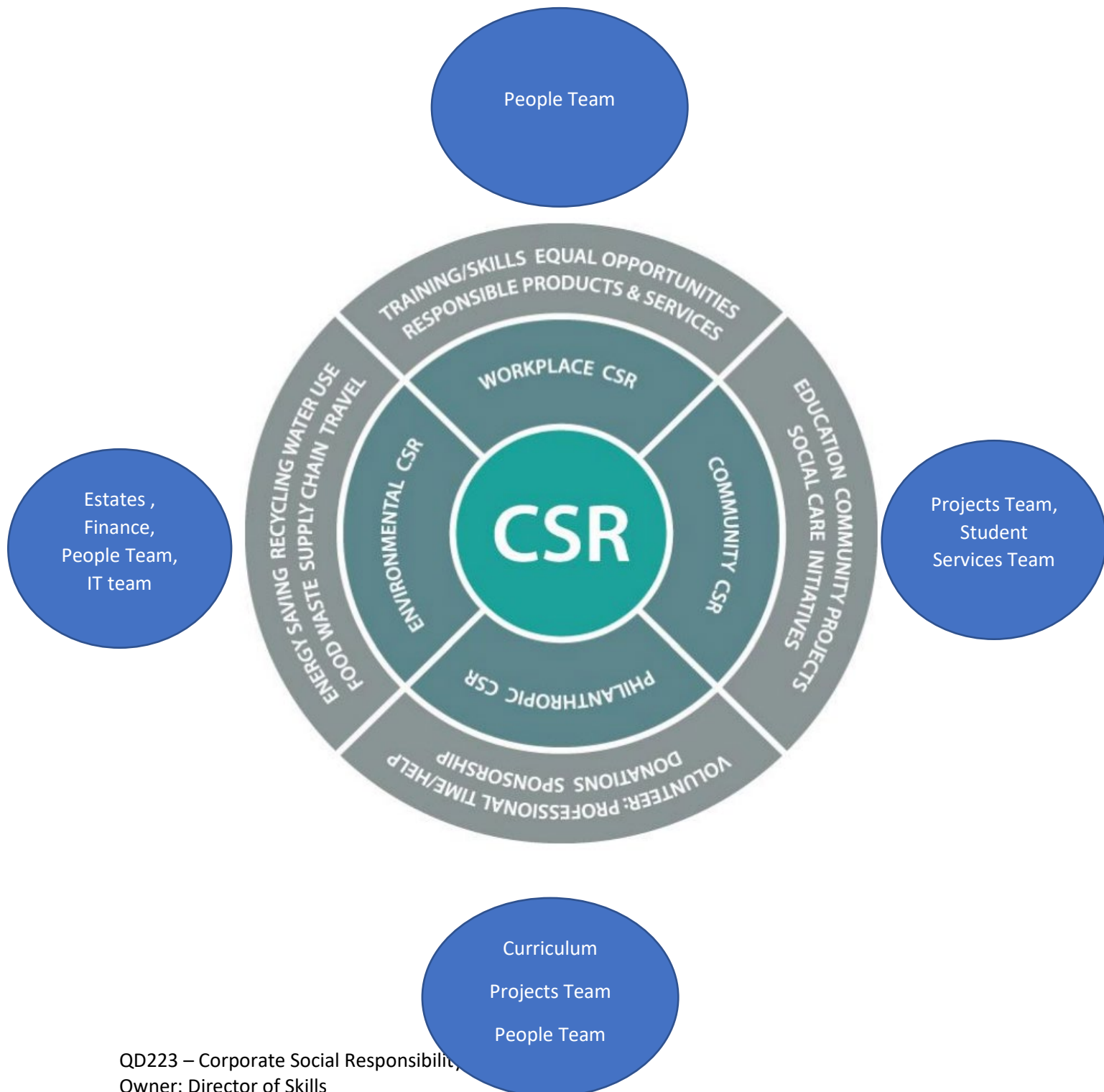
2. Community Engagement

- **Educational Access:** They provide lifelong learning opportunities, adult education, and pathways to higher education for local residents.
- **Civic Participation:** Colleges often host public forums, cultural events, and volunteer initiatives that strengthen civic life.
- **Partnerships:** They collaborate with local schools, non-profits, and government agencies to address community challenges.

3. Social and Cultural Contributions

- **Projects that support social value, mobility and employment,**
- **Arts and Culture:** Colleges enrich communities with creative organisations.
- **Diversity and Inclusion:** They promote social equity through inclusive policies, internships, scholarships, and outreach programs.

EAST – Encouraging Action, Supporting Tomorrow



Our Employees Responsibilities



- To ensure that employees have the opportunity to realise their full potential and have the tools necessary to develop and grow through training, both compulsory and optional.
- To operate an open-door policy allowing employees to raise any concerns with line managers and HR and to ensure that employees are not victimised for doing so.
- To ensure that each employee's traditions and beliefs are respected, and encourage and promote diversity throughout the organisation.
- To maintain communication with employees so as to ensure this and all other policies are actively exercised.
- To encourage employees to 'think outside of the box' and offer suggestions as to how any policy or process can be improved.
- To reward employees for hard work and innovative thinking should the idea help in the running of the business.
- To protect each employee or supplier from third parties who may become abusive; this includes customers, suppliers and the general public.
- To ensure that employees protect and do not misuse college assets only use them in an appropriate manner as set out in the employee contract.
- To make certain that all employees are aware of the impact that we as a business and they as individuals have on the external environment.
- To support and understand employee well-being, ensuring staff are encouraged to maintain an appropriate work-life balance.
- To support and encourage employees to be involved in charitable activities within the local community.

Our Business responsibilities

- To minimise our usage of electricity and considering green suppliers.
- To adhere to all relevant legislation surrounding our industry and, where necessary, will seek legal advice in order to ensure honest trade.

- To consider effective and suitable procurement from our supply chain, considering carbon footprints and local services.
- To have a robust waste management plan to ensure promotion of recycling and a reduction in single use plastics.
- To support charitable initiatives that align with college values to be reviewed annually through the CSR strategy.
- To compete fairly within our industry.
- To support our local and regional businesses to develop their own understanding of sustainability.

Supporting the Environment



- To have a separate Sustainability and Environmental Policy which addresses all issues surrounding this area. We are committed to delivering on all of our individual targets.
- To utilise technology throughout our processes to reduce our paper usage and reliance on natural materials and resources.
- To suppress our requirement for energy by reducing case duration and operational processes.

Supporting our Communities and looking after our Beneficiaries



- To constantly strive to provide efficient, value for money, high quality, and dependable services to all customers.
- To ensure all employees are to act honestly and professionally when dealing with all customers.
- To make sure all employees remain aware that they are being trusted with highly sensitive information and must not break the trust that our customers, suppliers, and college as a whole have in them.
- Ensure that the Student Union, student groups, delegates and individuals has the ability to feedback and shape services and opportunities.

Philanthropic activities



- To create employment opportunities for the local community.
- To be aware that our business affects our local and wider community whether as employees, customers or suppliers so we are constantly striving to build partnerships in order to create positive change.
- We encourage volunteering by our students, staff and alumni.
- We transfer a portion of our apprenticeship levy funds to support local SMEs and charities to upskill their staff within the region.
- Our support for communities includes our commitment to Social mobility to ensure that the College is a place that anyone with ability can access and thrive
- We also engage with the wider community to embed sustainability.

The College looks to develop partnerships with regional, national and international stakeholders in order to be a positive partner in society.

- We work with our neighbours and community partners to inspire the next generation of workforce.
- Support for our students through hardship funds/ nursery etc.
- Encouraging colleagues across the College to volunteer or raise funds for local charities and record this through Good for ME Good for FE

Specific initiatives



Good for Me Good for FE is a nationwide movement launched in 2021, dedicated to inspiring meaningful community action across Further Education colleges in the UK.

By empowering students and staff to take part in volunteering and fundraising activities, we're unlocking millions of pounds in social value - strengthening communities and transforming lives. As civic leaders and Anchor Institutions, colleges are driving real change locally and nationally, with even greater impact through sector-wide collaboration.

Volunteering doesn't just help others - it boosts mental wellbeing, builds lasting friendships, and opens doors to new opportunities, enhancing social mobility and career prospects.

Work Readiness Support

Colleges will support external opportunities, but will also promote internal work readiness opportunities by creating structured programs and initiatives that give students hands-on, practical experience and employability skills development while contributing to the institution's operations.

1. On-Campus Jobs

- Administrative Roles: Offer positions such as office assistants, library staff, or front-desk support.
- Research Assistantships: Allow students to work with faculty on research projects.
- Hospitality Support. Provide opportunities within our catering facilities.
- Facilities Support. Provide opportunities around campus in terms of maintenance of the internal and external spaces.
- Job shadowing. To support various roles across college to shadow a range of roles.
- Event Support. To aid Marketing and Projects Team in community and college events.

2. Student-Run Businesses/ fundraising activities

- Encourage students to run campus, events, or other enterprises under college supervision, gaining entrepreneurial and operational skills.

3. Internship Programs

- Partner with campus departments (e.g., marketing, HR, facilities management) to create internships in areas like event planning, graphic design, or social media management.

4. Leadership Opportunities

- Create student ambassador programs for admissions or alumni outreach.
- Offer roles in student government, committees, or advisory boards to develop leadership and organizational skills.

5. Work-Integrated Learning Programs

- Develop credit-based courses where students contribute to real college projects, such as creating promotional materials, organizing events, or conducting research for institutional improvement.
- Pilot Employer endorsed Skills Passport that supports the development of knowledge, skills and behaviours linked to work readiness activities.

6. Skill-Based Volunteering

- Establish volunteer programs where students can contribute their skills, such as accounting for student clubs, managing events, or developing software.

7. Workshops and Labs

- Offer hands-on training opportunities in college labs, workshops, or studios, such as creating prototypes, conducting experiments, or managing media production.

9.. Collaborative Projects

- Engage students in cross-departmental projects, such as sustainability initiatives, campus beautification, or tech innovations.

By integrating internal work experiences into the campus culture, colleges can provide practical, real-world skills while enhancing student engagement and the institution's functionality.



Triple R at East Coast College

To establish a two-way resource-sharing system where local employers donate unused materials to the college, and the college redistributes its own surplus or repurposed resources to benefit the broader community.

Key Components

1. Resource Collection from Employers

- Follow the initial strategy of collecting surplus resources from businesses.
- Categorize items to identify those suitable for redistribution beyond the campus (e.g., excess office supplies, educational tools, or furniture).

2. Campus Resource Assessment

- Conduct an audit of college resources that are no longer needed or underutilized, such as:
 - Old furniture, lab equipment, and library books.
 - Leftover materials from events (e.g., banners, food, giveaways).
 - Supplies from decluttering or department upgrades.

3. Community Redistribution

- Identify local organizations and communities in need, such as:

QD223 – Corporate Social Responsibility Policy

Owner: Director of Skills

Page 8 of 10

- Schools (for books, stationery, and educational materials).
- Non-profits and shelters (for furniture, electronics, and clothing).
- Arts and vocational groups (for craft and raw materials).
- Partner with community leaders to understand their specific needs.

4. Events and Drives

- Collaborate with charities to deliver resources to underserved areas.
- Promote skill-building workshops that use surplus materials (e.g., art classes using reclaimed supplies).

5. Awareness Campaign

- Promote the initiative as a sustainability and community service effort.
- Highlight the environmental impact by sharing metrics (e.g., tons of waste diverted from landfills).
- Feature stories of how redistributed resources benefit others.



The Good for Good project run by Norfolk Community Foundation connects Norfolk charities with the professional expertise available in local businesses, empowering them to complete essential projects, upskill teams, and overcome operational hurdles. This initiative provides charities with timely support while also helping businesses achieve their social impact goals. It's a win-win,

Staff led charity support

1. Staff Payroll

Through using a payroll giving service staff can nominate a charity to support, and this allows charity donations are taken from pay before income tax is deducted, allowing donations to go further. Approved Donations are taken from pay or pension after your National Insurance contributions are removed, but before Income Tax is calculated and deducted.

2. College charities for the year

Through a cross college approach, a local charity will be nominated for annual fundraising activities.

3. Employer-supported volunteering

The College will support contracted college staff to undertake the equivalent of one day in local volunteering. This will be pre agreed and not to the detriment of main duties.