



## **Bauer Academy**

### **Corporate Social Responsibility (CSR) Policy**

Maintaining this document is the responsibility of: Genevieve Potter, General Manager,  
The Bauer Academy

This document will next be reviewed on 30/12/21

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#### **1. Introduction**

Welcome to the Bauer Academy's Corporate Social Responsibility (CSR) Statement.

We are proud of our commitment to being a socially responsible division of Bauer Media (UK), and work hard to ensure we make a positive impact on people across the business, our students and partners, and the communities we serve.

Positioned within one of the largest privately owned media companies in the world, the Bauer Academy is perfectly placed to make an impact on media education, employability skills and social mobility. We take this responsibility seriously, and are committed to achieving a greater good than simply profit.

We care about our people and our environment, and those charitable causes that are close to our hearts. In partnership with others, notably the Prince's Trust and the Rank Foundation, we aim to reach disadvantaged young people and support their progression by enabling them to explore, develop and communicate their talents.

#### **2. CSR Statement**

Our CSR statement sets out some examples of how we, as an Academy, act responsibly on both a corporate and an individual level.

Our **Finding Talent Development Programme** creates new entry routes into the creative industries for non-graduates. It aims to promote diversity by supporting underrepresented groups with personalised learning, mentoring, and structured work placements.

- Our **Finding Talent Courses** provide fully funded training opportunities to people across the UK. There are no set entry requirements, and therefore these courses, paid for entirely by Bauer, enable hundreds of people each year to engage with new learning experiences.



- Our **Creativity Ripple School Programme** allows all Academy employees to deliver creativity workshops in state primary schools. Training and time to deliver workshops is provided to ensure all Academy people can contribute to this initiative.
- **Digital Literacy** is a key focus of our CSR agenda. We are aware it presents a significant skills gap in the UK which needs to be urgently addressed. Our projects, particularly those that are government funded, have digital literacy training built in.
- Supporting the development of **Employability Skills** is another priority area. We believe that creativity, entrepreneurship and communication are all vital skills for the future workforce, and therefore we work hard to develop these with every student.
- Where appropriate, the Academy provides **in-kind donations and cash match** contributions to ensure community projects are sustainable.

The Bauer Academy’s CSR policy, sits within Bauer Media’s wider CSR agenda. The CSR Committee, based in Peterborough, work to raise money for local charities including Sue Ryder, Rape Crisis and MIND.

Bauer Media also has its own charity, Cash for Kids, which works from 22 sites across the UK to support children (aged 0-18) who are disabled, disadvantaged, or suffering from abuse or neglect.

*In 2017, Cash for Kids raised over £23 million, supporting more than 709, 000 children.*

Outside the Bauer Academy, departments across the company offer internships and work experience to promote careers in creative industries and provide meaningful industry experiences and employees are encouraged to provide guest lectures at local colleges and universities.

For Bauer’s own people the company has a strong focus on developing talent, promoting diversity, and regularly delivers local and national internal campaigns to promote wellbeing and raise awareness of issues, notably mental health, and support services.

### 3. Review Arrangements

The policy and arrangements will be reviewed annually .

Review date:	Comments:	Sign	Date Modified:
30/12/20			