

A photograph of three school children, two boys and one girl, participating in a physical education activity. They are wearing white polo shirts and black trousers. They are holding a yellow and black rope and are positioned on a green field. The background shows a blue sky with clouds and some trees. The text "Standard Life" is overlaid in the top left corner, with a small yellow triangle pointing upwards.

# Standard Life

**UK Community  
Impact Report 2013-2016**

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As a corporate citizen, we play an important role in the communities in which we operate. We're always mindful not only of the responsibilities we have as an employer but also the influence we can have as a global investment business.

We're motivated by the same sense of purpose we have to help people invest for a better future, to find ways to deliver sustainable change that builds stronger communities, and to equip people from all backgrounds to aspire to a better future.

In 2016, we are launching a new Standard Life Foundation, created as a lasting legacy from the unclaimed assets of our demutualisation in 2006. This will drive a step up in the contribution Standard Life makes to charitable purposes and some changes to our approach. Therefore we wanted to take the opportunity to analyse and report on the impact of our community strategy over the past three years.

This report collects all the community-related activity we've done since our current strategy was initiated and examines the impact and support provided. We hope that sharing the experiences will be of benefit to others as well as ourselves. As we know through all areas of our business, collaboration and sharing of insight can help identify opportunities for innovation, or more effective and sustainable ways of achieving the best outcomes.

All community programmes we support whether directly as an employer, or indirectly through collaborating with a charity partner or other external body, link back to what Standard Life is all about. We want to help people to make lasting improvements in their lives and their financial situation through our focus on employability and financial capability. People's individual needs are diverse and the solutions often involve long-term changes in their lives. But the rewards can have a positive ripple effect in society and become a powerful, positive force for lasting change.

I'd like to thank all our people and our charity partners for their dedication and commitment to help people to improve their lives. I hope that readers of this report find it useful, and that together we can build on our successes achieved to date.

**Keith Skeoch**  
Chief Executive, Standard Life plc  
Board member, Standard Life Charitable Trust



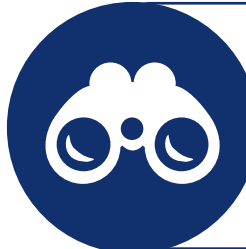
# The road to better futures



Number of people directly benefited: 303,408



Money donated by SLCT: £4.2m



Focus areas: employability and financial capability



Awards: Investors in Young People Gold, Social Mobility Champion, Corporate Responsibility Award of the Year at HR Network Awards



## SCHOOL CHILDREN

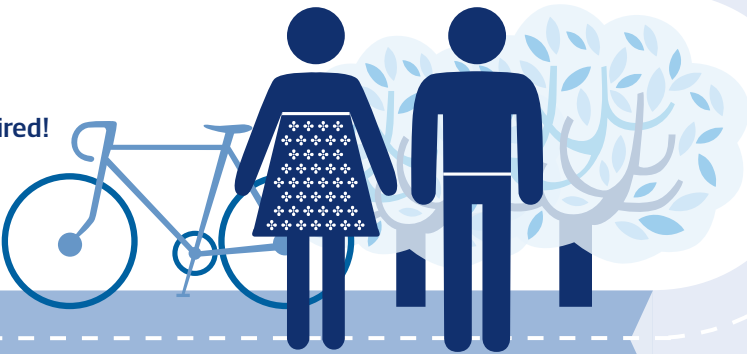
- ▶ Work experience
- ▶ Career Ready
- ▶ SkillForce - Junior Prince's Award



## YOUNG PEOPLE

- ▶ Edinburgh Guarantee Scheme
- ▶ Modern Apprentices
- ▶ Investment 2020
- ▶ Young Persons' Development Network
- ▶ Career Ready

- ▶ Skint!
- ▶ Prince's Trust - Get Hired!
- ▶ Tomorrow's People
- ▶ Working it out



## ADDITIONAL BARRIERS

- ▶ Armed Forces Corporate Covenant
- ▶ Women's Development Network
- ▶ LGBT Network and LGBT Allies
- ▶ Armed Forces Network
- ▶ Carer's Network
- ▶ Moneyforce





# Employability and financial capability

## Our areas of community focus: employability and financial capability

### What is employability?

It's supporting equality of opportunity and helping to develop skills and remove barriers to employment. This allows people to build careers and plan confident futures. Employment can also go a long way to preventing other symptoms that affect our society, like poverty and poor health. Because it addresses the cause, rather than the symptoms, it's increasingly becoming a key area to fund.

Our aims are to build the skills, qualifications and personal qualities that get people into work. We also work to confront the problems and barriers that may prevent people from beginning, or sustaining, a career. Such as those from disadvantaged backgrounds with low qualifications or living in poverty, those who have been through the care system, people serving as carers, people with disabilities and people who are transitioning from a career with the Armed Forces.

### What is financial capability?

It's a broad term – essentially it means anything to do with the skills and abilities needed to manage money. This could include arranging a bank account, looking after a household budget, understanding savings and investments or making a will.

Through our own experience, and those of the organisations we've worked with, we know that there are areas of society where financial capability can be a problem. For example, as covered later in this report, Standard Life Charitable Trust has worked with two organisations that are doing progressive work with specific groups to address these problems.

Building this capability helps people to face life challenges and leads to self-sufficiency so they can look to the future with greater confidence.

### UK Living Wage

We have been committed to paying the UK Living Wage since 2012 and became an accredited UK Living Wage employer in 2014. This commitment covers all our UK employees, interns, temporary employees and on-site contract staff.

We think it is important to not only help people in to meaningful jobs and careers but that these jobs pay a fair wage.



### The Living Wage Friendly Funder Scheme

In 2015 we became the first private sector company to become a 'Living Wage Friendly Funder' in the UK. Living Wage Friendly Funders support charities to pay the Living Wage through their grant-making.

The Living Wage Friendly Funder scheme has been funded by People's Health Trust and developed in collaboration with a range of funders including the People's Health Trust, Trust for London, Barrow Cadbury, the Joseph Rowntree Foundation and Comic Relief. Hundreds of charities and funders have already embraced the Living Wage. We hope to work together to end low pay in the voluntary and community sector.





# Removing barriers to work as an employer



Number of people directly benefited



## Career Ready

We partner with Career Ready, a charity that joins up employers and schools to help young people in their last two years of school get ready for working life and achieve their potential.

The schools identify pupils who have talent and ability but who require additional help and support. Our people offer mentoring over a two-year period and we provide a four-week work placement for the young people at one of our offices, paid at the UK Living Wage. We also run masterclasses which build skills they need for the world of work.

**We ran a masterclass for our Career Ready interns, along with those from Citi and Ernst & Young to look at young people's attitudes to saving, money and what might improve it. It was a great opportunity to gain valuable insight on their views, and provide training and financial know-how to the young people.**

The importance of this initiative is it is not a one off event – the intervention is long-term in nature so provides a quality, lasting impact on their future success. It is also an opportunity for our people to develop their management and coaching skills and feel proud of the positive impact they can have on a young person's life.

To date we have provided support for 115 young people through masterclasses. Of those 115, we have provided 27 with mentors and 35 with work placements paid at the UK Living Wage.

We have also contributed additional resource and support to Career Ready, which has enabled 500 mentors to be trained and carry on the positive work.

Number of people directly benefited



## Edinburgh Guarantee

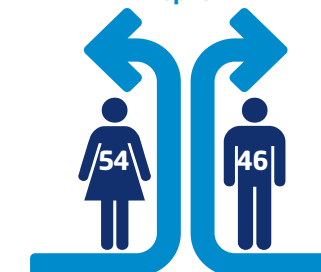
In 2011, 17% of school leavers in Edinburgh were unable to secure a job or place in further education. In 2012 we became the first corporate supporter of The Edinburgh Guarantee - a local cross-partner initiative to help provide positive destinations for young school leavers. This initial support included seconding a manager to The City of Edinburgh council to help set up the scheme.

We now provide 6-month work experience placements, paid at the UK Living Wage. These placements are across the company in various departments including communications, internal audit, customer operations and risk. The young people are supported by mentors throughout their placement and attend workshops to gain new skills such as presenting to others, facilitating meetings and managing their money.

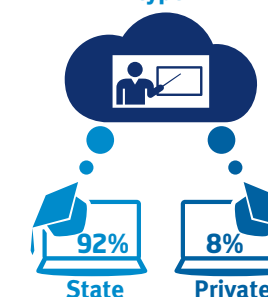
The scheme started in Edinburgh and we have since extended similar schemes to London and other parts of the UK using the experience and insight we have gained.

To date, we have welcomed 8 cohorts totalling 132 young people. The scheme has been very successful; 98% have gone on to positive destinations: a role with us, an external role, or further education.

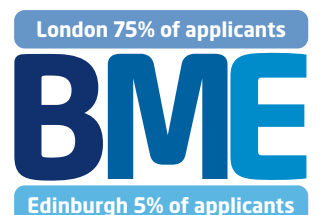
Percentage gender split



Education type



Black and minority ethnic



## Opening doors

To create a level playing field, we carry out blind assessment. In practice this means removing minimum qualifications, aptitude tests and competency based interviews. Instead we use values-based interviews and gamification. Our focus is not on qualifications but the person; their potential, their attitude and their talent.



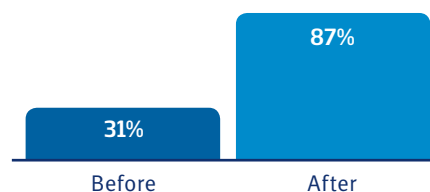
The UK Living Wage is a massive step up from the minimum wage and has enabled me to move away from home to take up the opportunity provided by Standard Life and the Edinburgh Guarantee Scheme. I'm gaining valuable experience within a well-respected business and earning a good wage.

Cara Gilbert

In 2015 we commissioned a health and well-being study from Queen Margaret University to measure the impact of our Edinburgh Guarantee scheme on the young people involved. Working over an eight month period, the university carried out interviews and surveys to understand the positive impact on individual lives.

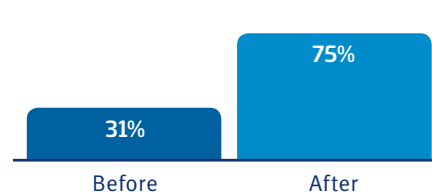
#### Confidence

'Given me confidence and I've been training people that have been there for 10-20 years on things they have never done.'



#### Satisfied

'In school didn't get the result I want, felt alone, helpless not satisfied, had no drive, the scheme gives everyone drive and endless opportunities.'



Everyone deserves the opportunity to work and to realise their potential. It's clear that tackling barriers to employment is the right thing to do, and we have seen real business benefit.

**Sandy Begbie**  
Chief People Officer, Standard Life plc  
Chair of Regional Board for Developing Scotland's Young Workforce



Queen Margaret University  
INTERNATIONAL CENTRE FOR THE  
STUDY OF PLANNED EVENTS

The well-being response for the Warwick Edinburgh Mental Health Well Being Scale was 48% as compared with Standard Life 87 % which was significantly higher.

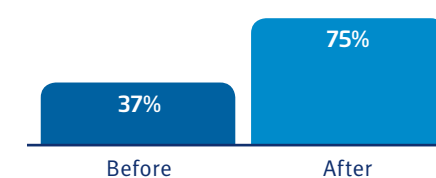
Everyone interviewed agreed it was leaving a positive impact on the community.

'Would recommend it to other companies there is a lot of initial investment needed in time, resources and attention but it's well worthwhile. I've been part of it for three years and the progress in SL is interesting and it's turned into more of an opportunity for the business.'

100%

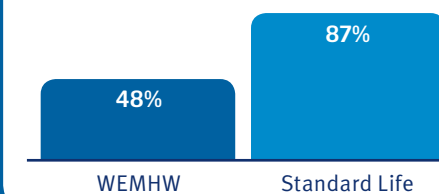
#### Useful

'I would not be here without the Edinburgh Guarantee Scheme it has given me experience, something to update my CV and I felt part of the team.'



#### Well-being

'Able to speak to people, nice place to grow, feel more rounded, life changer.'





**Charley joined Standard Life initially through Career Ready and then successfully secured a placement on the Edinburgh Guarantee.**

“To me the programmes that Standard Life provides gave me a direction in life. I was in a place where people bullied me so much that the school library was my secret class room. I didn’t want to go to college or university in fear of the same thing starting again. Then I heard about the Career Ready programme and that turned out to be the biggest turning point in my life, it ended up giving me a different perspective on the “adult” world. Growing up I was alternative with pink, green and blue hair, I thought I was going to have to change when I started to work in Standard Life, like a lot of people I know had to when they entered the work place, but they were very understanding. It was the first time no one cared what I looked like, I was instantly in love. I made it my mission in life to be good enough to get onto the Edinburgh Guarantee programme and finally work full time in a place that I could learn and develop as much as possible. To me I have learned more in my 1 year at Standard Life than my six years in high school. I wouldn’t be the person I am today if it wasn’t for Standard Life.”

Number of people directly benefited

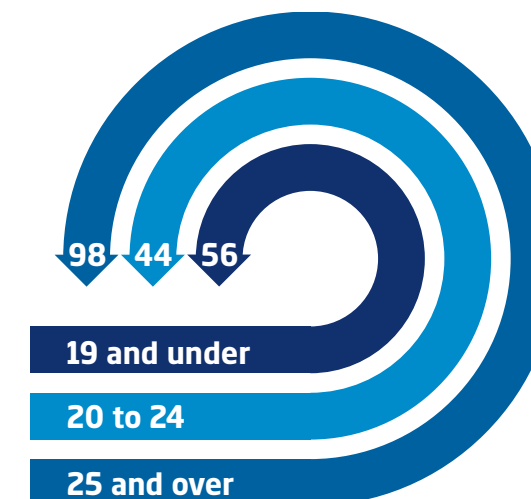


## Modern Apprentices

We have provided Modern Apprenticeships, which combine a qualification with on-the-job experience, since 1997. The highly structured training programme provides a real step-up for people in their careers.

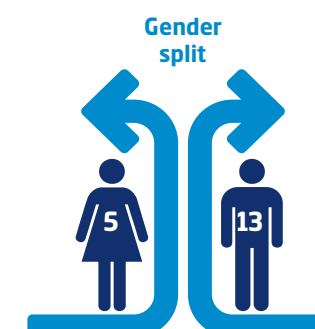
In the last three years, we have supported 180 of our current employees through this scheme to gain qualifications in customer services, financial services and management. Of these, 26 were graduates of our Edinburgh Guarantee programme.

### All apprentices



We also provide an IT Modern Apprenticeship and since 2013 have taken on 18 young people through this scheme. We work with external providers to facilitate the one year placement paid at at least the UK Living Wage. We offer the apprentices further training courses so they can gain additional professional qualifications. Eight of the apprentices have completed the scheme to date and all have secured permanent roles with us. The success of our scheme has been recognised at the Microsoft Awards where we won Apprentice Employer of the Year in 2015.

### IT apprentices



“I started my financial services college course while I was still at school in fifth Year. Once I started my course it wasn’t long until my lecturer spoke to me about Modern Apprenticeships which I had never heard about until then. As the year carried on I realised that this is what I really wanted to do. I decided to ask my lecturer if I could attend Standard Life for the initial two weeks experience required. Once I started, I asked Standard Life about the ways of getting into the company for further experience, as I never achieved as much as I wanted to in school, and someone mentioned the Edinburgh Guarantee Scheme. Fortunately, my college were very pleased for me to carry on with my course and join the on the scheme also. I was extremely pleased when I found out that the college were going to support me. I then started in my new finance team which was really interesting and I learnt skills I use now on a day to day basis. I came across an internal role during my six months that looked right up my street so I went a step further and e-mailed the manager recruiting to find out a bit more about this role. After meeting with her I decided it was a perfect opportunity for me and I applied for it. After the interview process was over I was over the moon to find out I had been offered the role and I am now in a permanent role in Standard Life constantly learning new things each day around a really supportive team. Over all I couldn’t have gone through all this and be where I am now if it wasn’t for Standard Life and their employment schemes. Standard Life have helped me in my personal development in all different areas, perfect examples of these are my communication skills, writing e-mails, presenting skills and expanding on my excel skills. It has set me up for the rest of my life.”



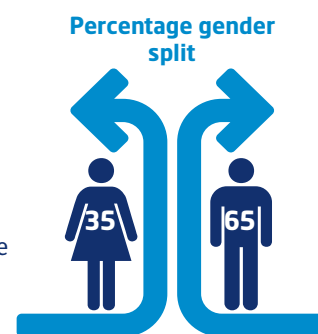


## Investment 2020

Since 2013 we have supported the Investment 2020 national initiative which helps people to gain skills and experience in the investment industry. Through the programme, we provide 12-months work experience paid at at least the UK Living Wage. We provide real jobs in operations, finance, sales and marketing.

Interns are supported by mentors throughout the placement, and we provide structured development, both personal and professional, for example, insight in to asset management. 26 people have taken up these placements and for those that have completed the programme to date, 94% have gone on to positive destinations, the majority of which as a permanent role with us.

We also provide wider support to the Investment 2020 initiative by supporting school events. In November 2015, we hosted 50 pupils from local schools in Edinburgh to raise awareness of opportunities in the industry and of the programme.



### Case study – Fiona Byers



Prior to becoming a trainee within Standard Life Investments I had only just completed my sixth year of school and had intentions of attending university after the summer. After tallying up the pros and cons of university I came to the realisation that the cost of further education and lack of uncertainty of employment at the end of it was something I wanted to avoid – I decided that full time employment straight from school was something I'd like to consider. Through being on the trainee programme I feel I now have a better understanding of myself and my abilities: I have had the opportunity to continually develop my skills and incorporate these into a fast-paced professional environment. The support network from the start of my career was great, not only from my colleagues within my department but also from my fellow trainees. After 12 vital months of experience, learning and networking I secured myself a full time position within Standard Life Investments.

## Accreditations



### Investors in Young People Gold

We've been accredited with the Gold award by the Investor in Young People Organisation. This is a huge achievement and one we're incredibly proud of.

Investors in Young People seeks to reward and recognise employers who demonstrate excellence in recruiting and retaining young people, while encouraging others to begin working with young people.



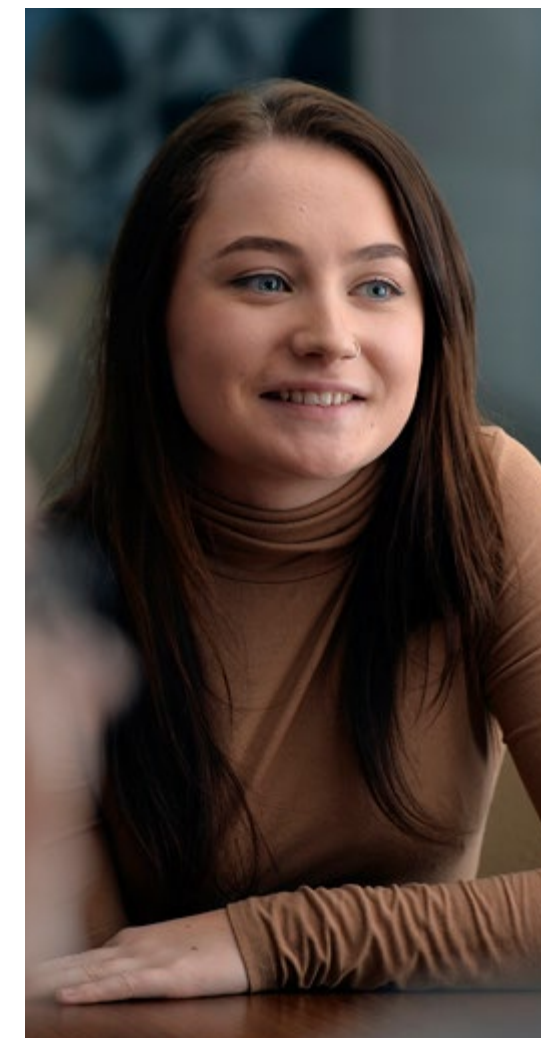
### Social Mobility Champion

We've been recognised as one of 11 Social Mobility Business Compact Champions across the UK by the Department of Business, Innovation and Skills (BIS). This follows a 12 month assessment against a demanding set of criteria that considered leadership, recruitment practices, out-reach and work experience, culminating in a panel review led by BIS.

The Social Mobility Business Compact aims to give all young people fair and open access to employment opportunities and we are both the only company based in Scotland and the only investment company to have achieved the "Champion" status.

The work we've done to remove barriers to employment, both inside and outside our organisation has been innovative and comprehensive, making a massive difference to the lives of young people. This collective effort has been widely recognised; a Gold accreditation from Investors in Young People, an HR Network Award for Corporate Responsibility Programme of the Year and confirmed status as a Champion of Social Mobility. These awards demonstrate the value and impact of what we've done and the difference it's made.

**Mark Smith**  
Sustainability Programme Manager,  
Standard Life plc





# Ongoing support

Standard Life employees who climbed Mount Toubkal and raised money for Scope. >>>>



Standard Life employees who took part in Kiltwalk 2015 to raise funds for Capability Scotland

## Charity partners

Our people vote for the charity partners that they'd like to support. On our last vote we asked our people to choose from charities that have programmes focused on employability.



## Employee networks

We're proud to have a number of successful employee networks which are set up and run by our people, for our people. They provide a sense of community and ongoing support and development. We currently have groups which focus on women, young people, those who identify as LGBT, carers and Armed Services. We also have an LGBT Allies group to promote equality and inclusion in the workplace and support their LGBT colleagues.

**Standard Life**  
**CARERS NETWORK**



## Volunteering

We encourage our people to volunteer in their local communities and reinforced our commitment in 2015 when we increased paid days available from two to three. Our people volunteer their time and provide their skills and experience to many different causes. In 2015 they donated 661 days.

### Steven Doherty – Career Ready rebranding



I've worked in brand and marketing for well over 10 years and it's great to be able to share the experience and skills I've learned with charities and small not for profit teams. In 2015, Career Ready came to Standard Life asking for long term headcount support to manage the change from their old brand and name to their new one. I worked with the full team to look at their challenge in detail, through workshops and interviews, and then recommended a different solution - focussing on detailed brand strategy and planning. The result was a brand and communications strategy, plan and framework for the change.

This met their needs in full without the charity needing to take on any additional employees or headcount. It was a lot of work upfront for me but the approach paid off - it saved the charity a lot of time and money with their change project. The process included the whole team at the very start which meant everyone was pleased and felt part of where we got to.



# Standard Life Charitable Trust



Although our Trust was only set up a little over six years ago, we have come a long way in learning where we can help make the biggest, sustainable difference in people's lives. The exchange of help and expertise offered through the relationship with Standard Life plc has proven to be invaluable too.

**Crawford Gillies**  
Chair, Standard Life Charitable Trust



## Background

The Standard Life Charitable Trust (SLCT) was set up in 2009 with funds from the sale of shares in the Unclaimed Assets Trust (UAT).

The vision of the SLCT is to benefit society by building capability and supporting independence. To achieve this, and to enable people to make lasting improvements in their lives and financial situation, the focus to date has been on employability and financial capability. Needs can be diverse and complex, so solutions often involve supporting long-term changes in people's lives. The impacts can have ongoing, positive effects on wider society.

**The Standard Life Foundation is evolving from the SLCT with a new remit and long term funding in place. The Foundation will focus on public interest research and practical activities to help close the savings gap and ensure more people are financially secure over the long term.**

### Standard Life Charitable Trust Funding principles and practice

- Standard Life, including the SLCT, was the first private sector entity to achieve Living Wage Friendly Funder status. This recognises our commitment to helping the charities we have funding relationships with to pay the UK Living wage for any grant-funded posts. We also apply this principle more widely, and endeavour to ensure that any employment we support can be paid at the higher, voluntary UK Living wage rate.
- The charities we have partnered with have benefitted from additional support in areas where Standard Life Plc has specialist expertise; including governance, accountancy, risk management and communications. We know this is often of huge benefit to the charities and can have a lasting positive legacy, as well as additional benefit and impact to the effectiveness of any funding.
- We always endeavour to follow IMPACT principles to evaluate the success of projects that we fund, to ensure that we learn from the experience and outcomes of those projects. This means allowing sufficient resource to measure effectiveness, tracking agreed metrics – especially where it will add to understanding in a given field, and being willing to share the findings of any research undertaken.
- We also recognise the importance of using benchmarking tools such as the London Benchmarking Group to measure impact of our programmes
- All funding goes through a due diligence process carried out by the Standard Life Plc Sustainability team to ensure that the specific charity is appropriate. Support is given where required.



# Projects supported by Standard Life Charitable Trust



## MoneyForce (in partnership with Royal British Legion and Ministry of Defence)

Aspects of Armed Forces life, like relocation and deployment can mean financial management is difficult. Research had identified the armed forces population as having relatively low financial capability. Worries over debt or family welfare issues mean that armed forces personnel cannot perform at their best. The MoneyForce programme was created to tackle these problems and provide straightforward, long-lasting help and information for everyone in the Armed Forces, including families too.

The programme launched in March 2013 – a collaboration between The Royal British Legion, the Ministry of Defence and the Standard Life Charitable Trust. In total, the Trust donated over £1.9m to the programme, as well as donating skills and expertise from Standard Life plc in areas like marketing and public relations to help launch and promote the programme.

The website – [www.moneyforce.org.uk](http://www.moneyforce.org.uk) - is available to everyone in the Armed Forces and their families. The emphasis is on self-help and learning, with a range of financial tools like calculators and planners, as well as

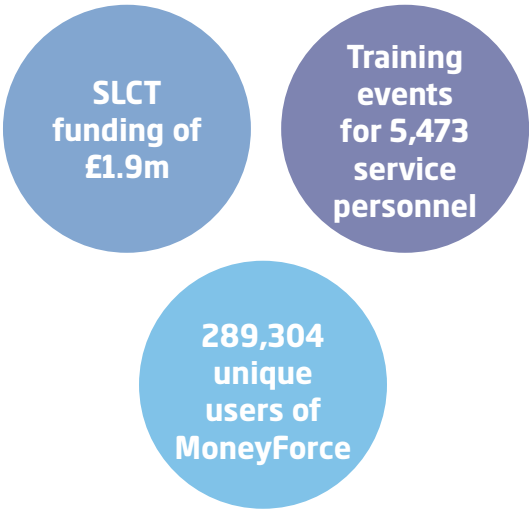
links to impartial advice and help from the UK Government’s Money Advice Service. Tailored financial planning tools including MoneyFit (an overall financial capability assessment tool), HomeFinder and GoalSaver have been developed and launched for the website between 2013 and 2015

Since launch, MoneyForce has served around 289,304 unique users. This includes reaching UK Forces overseas in Germany and Cyprus. In the last quarter of 2015, the site was averaging approximately 3,500 user sessions each week.

As well as the online elements of MoneyForce, face-to-face presentations, briefings and bespoke transitional training events have been delivered to 5,473 service personnel.

The programme was praised as “excellent” in Lord Ashcroft’s published UK Government report into Veterans’ transitions from services to civil life and was shortlisted for best financial services business charity partnership at the Third Sector Business Charity Awards in 2014.

Royal British Legion have successfully integrated the MoneyForce site in to their ongoing welfare proposition, thus ensuring its long-term sustainability, and continue to develop and build links to other tools and related options, for example to link to veterans transition.



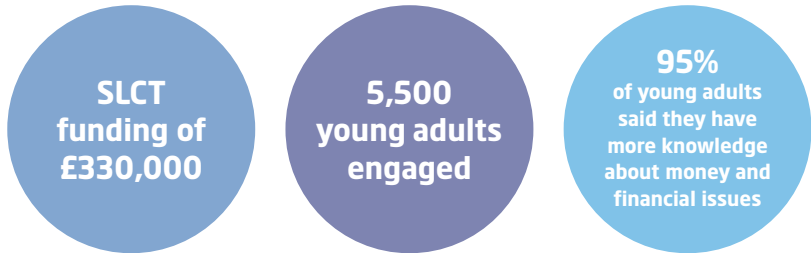
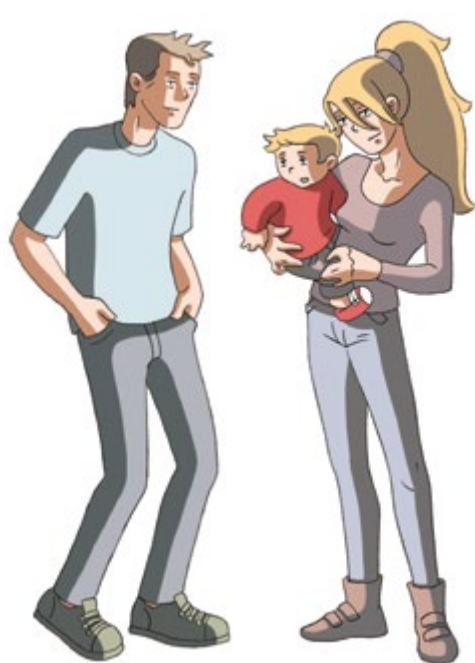
## Skint! (in partnership with Scottish Book Trust, Groundwork UK and Quaker Social Action)

Using the power of storytelling is a great way to get messages about financial capability across to young people. ‘Skint!’ is a collection of dramatized events – based on real-life experiences – centred on managing money. The Skint! programme has been designed to improve the financial capability, literacy and numeracy skills of young people and young adults aged 16-26, as well as more broadly promote the enjoyment from books and reading, help change behaviour around money and encourage people in to further training and employment. It is a training scheme supported by a graphic character-led novel and web-based tools and it aims to support individuals and groups who are most at risk in society such as young people not in employment, education or training.

In 2013-2014, we worked with numerous partners including Groundwork UK, Quaker Social Action, and Scottish Book Trust to enable the delivery of the Skint! Programme first across Scotland and then England.

- SLCT funding of £330,000
- 45,000 books distributed
- 30 courses delivered to 438 practitioners in 266 organisations
- 5,500 young adults engaged with Skint! to date.
- 95% of young adults said they have more knowledge about money and financial issues
- 82% have more knowledge about savings.
- 75% said they are better at talking about money to friends and family.
- 65% of young adults have more control over finances
- 71% are better or more confident at managing money
- 52% are better at making financial decisions.

We are currently looking at how best we can integrate the Skint! programme in to our funded employment programmes with other partners. This would be with the aim of improving the sustainability of those interventions by addressing another area of need, improved financial capability.



Number of people directly benefited



Prince's Trust

## The Princes' Trust - Get Hired!

**Get Hired has had so many benefits for small businesses, young people and their local communities.**

**Lynne Peacock**  
Board member, Standard Life Charitable Trust

Youth unemployment has long been an issue in the UK, but particularly so when the economic climate is poor. Jobs are hard to come by in some areas, and this is perhaps hardest felt amongst young people, looking to start their working lives and build a career for themselves.

The Prince's Trust have been working in this area for many years and, in January 2014, we launched a new employability programme with them. The programme was initially based in London, where at the time of launch, there was over 26% unemployment amongst 16 to 24 year olds.

Drawing on experience and insight from Standard Life plc and the Edinburgh Guarantee scheme, we helped set up a programme called 'Get Hired!' offering paid, six-month placements for young people in London to work for small business enterprises.

The placements ranged from tech start-ups to a media production company. The aims were to give promising, but disadvantaged, young people their first experience of working life, and to show small business owners the value and experience that young people can bring to their businesses.

This in turn helps to increase long-term employability, health and well-being of the young people, and allow them to contribute economically to their local communities. The small businesses are encouraged to grow and receive on-going mentoring support through The Princes Trust.

SLCT funding of £780,000 has been donated to the Prince's Trust to date. Discussion is currently underway about expanding this funding to roll out the programme in locations across the UK and to apply the 'Get Hired!' model in other circumstances.

- Overall, 153 young people have been supported in to jobs.
- 46 young people were placed in to 46 small businesses, using the wage subsidy provided by SLCT funding, with the following outcomes:
- 72% of these young people have retained and completed their roles for the funded period
- 70% have sustained their employment beyond the funded period
- 107 young people have benefitted from short and long term employment contracts with SME's without the need of the wage subsidy element from SLCT
- 48% of roles have been retained
- 73% of young people who secured roles are still in a positive outcome (work, education or training)
- 483 young people have attended Get Hired! days in London, Plymouth, Bristol & Southampton. These events helped to boost their confidence, gain critical mock interview practice and engage with real employers.
- 157 SMEs were engaged with at Get Hired! Events.

### Comment from one of the young people who benefited:

"After the Get Hired day I was offered a job with a TV and film production company- which was literally my dream! .... It gave me stability, not only financially, but it also gave me a purpose in life."



Number of people directly benefited



## Tomorrow's People - Working it out

**The programme has a vital, positive impact on confidence and self-worth. It's been really inspiring to see the difference made from start to end of the programme.**

**Graeme McEwan**  
Board Member, Standard Life Charitable Trust

Tomorrow's People is a specialist employment charity helping to change the lives of thousands of young people across the UK. They help those furthest from employment to break the cycle of unemployment and welfare dependency. They support those young people in greatest need, including ex-offenders, people with disabilities, lone parents and the homeless; helping them to turn their lives around by getting and keeping a job.

Working It Out is a specialist programme funded by the Trust specifically targeting excluded or disengaged young people with multiple barriers to employment including backgrounds in the care system, youth offending or addiction. Through the programme they are enabled to develop life-management skills and gain practical work experience through a series of community challenges and relevant qualifications. This helps builds confidence and their readiness for the world of work.

With donations from the Trust totalling £380,000, the 'Working it Out' programme was provided in three locations across the UK; Glasgow, Maidstone and Bristol, to support disadvantaged and disengaged young people.

Across these three locations, 299 young people have been engaged with on the programme since inception, with the following programme outcomes:

### Completion

- 122 have so far successfully completed the programme

### Outcomes and qualifications

- 105 accredited qualifications have been obtained
- Of those who have completed the programme, 59% have moved into sustained employment
- A total of 71% of the young people have moved into positive destinations
- 91% of young people had improvements in confidence after completing the course
- 80% had improvements in self worth

Tomorrow's People should have some input from their Bank of England economist's report in time for publication.

The Trustees agreed in January to provide an additional donation of £175,000 to Tomorrow's People in 2017 to run their Working it Out programme in locations across the UK.

SLCT  
funding of  
£380,000

299  
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programme

71%  
of young people have  
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Number of people directly benefited



**SkillForce**  
Heroes in Schools Transforming Lives

## SkillForce - Junior Prince's Award

**Re-engaging young people at school and connecting them with their local areas sets them up for future success. Ex-military personnel bring specific skills that enable them to do this especially well.**

**Sir Gerry Grimstone**

**Chair, Standard Life plc**

**Member, Standard Life Charitable Trust**

SkillForce is an education charity working with disadvantaged young people. They use the skills and experience of their staff, 70% of whom are mainly former armed services personnel, to offer alternative education in order to re-engage the young people with their education and community. They have helped over 55,000 young people since they began in 2000.

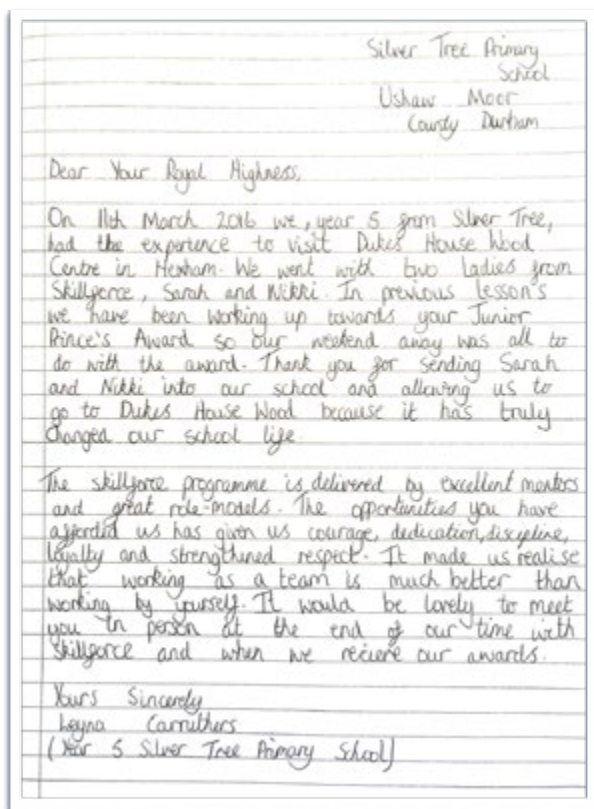
The Trust agreed to provide funding for SkillForce's work with Primary Schools, specifically to deliver the SkillForce Junior Prince's Award, during 2015 and 2016. The Award programme targets young people at risk of disengaging from education during the transition from primary to secondary school.

To gain the SkillForce Junior Prince's Award, young people take part in a series of hands-on and practical activities including an overnight camp, a Remembrance activity and a social action project. Working towards the Award builds up children's confidence, resilience, teamwork and problem solving, giving them a boost before transitioning to the next stage of their education. It also encourages them to take a more active and positive role in their local area.

The charity is now enabled, as a result of the security of the funding from Standard Life Charitable Trust, to focus on expanding delivery into specific geographic areas of focus - being London (the South East), Birmingham (the Midlands) and Scotland (Glasgow and surrounding area).

To date, SLCT funding of £600,000 over two years (£300,000 in 2015, and the same again in 2016) has been approved to fund the Junior Prince's Award nationally.

The SkillForce Junior Prince's Award has been delivered in 40 schools to 1,225 young people.



## Bringing it together





# Bringing it together



**Sandy Macdonald**  
Head of Sustainability,  
Standard Life plc

Through our experiences of the last three years', and analysing the impact of our community programmes, there are a number of overall observations we can make that I hope others will be able to benefit from.

### Belief in Potential

Every group we work with, whether it's young people, military veterans, disabled, or people living in poverty, has said to us that one of the greatest things we can do to support them is use our voice to help address stigma and negative perceptions associated with their particular group.

We have found every one of the excluded and under-served groups we work with can be a rich source of talent that defies many of the stereotypes that exist in the media and elsewhere. Given the right encouragement and opportunity there is no shortage of potential to be realised. The difference that can be made to individual belief and self-esteem, and therefore the chance for sustained success, just through being willing not to write someone off, and instead to see the contribution they can make, cannot be underestimated.

### Time and effort

It's maybe an obvious thing to say, but if it's taken a lifetime for someone to reach their current position, it's not usually possible to turn it around in a weekend. Sometimes there are no quick fixes. The partners we work with understand that to achieve sustainable results it's sometimes necessary to have a structured, supportive programme that starts with a period of patience, understanding and investment to prepare people for change before the individual can be ready to get the most out of later stages and move on to a positive destination.

Similarly, it took time to persuade some of our people of the benefits of being involved in supporting school leavers when we first got involved in the Edinburgh Guarantee, but after the initial 'leap of faith' we have quickly built momentum and demand now outstrips supply.

We've also found support mechanisms like mentoring relationships with positive role models, employee networks, including skills workshops or projects within a broader programme, can all really help to build more sustainable outcomes.

### Partnership

While there are sometimes general barriers to being included in employment, or financially, there are also sometimes specific barriers where our charity partners, or education practitioners, have the right expertise to enable the right outcomes. Our due diligence process for engaging charity partners prior to entering a funding relationships includes not only the charity's expertise, but also their values, governance and culture. We are really proud to have worked alongside the organisations named in this report and very grateful for their commitment to the shared aims and outcomes being reported here. It seems common for people to talk about areas where the third sector may be able to learn from the private sector. There are also plenty of areas where the reverse is true, and we've learned a lot from our partners.

### The Benefits

Even before compiling this report we were convinced that the benefits far outweigh the costs associated with investing in our community in the UK.

The measurable, commercial and practical benefits for our business include:

- ▶ A more diverse, inclusive workplace
- ▶ Mentoring, coaching and skills development opportunities for our people
- ▶ Reputational benefits
- ▶ Reinforcing our values and culture
- ▶ A stronger connection with communities we serve
- ▶ Improved employee engagement

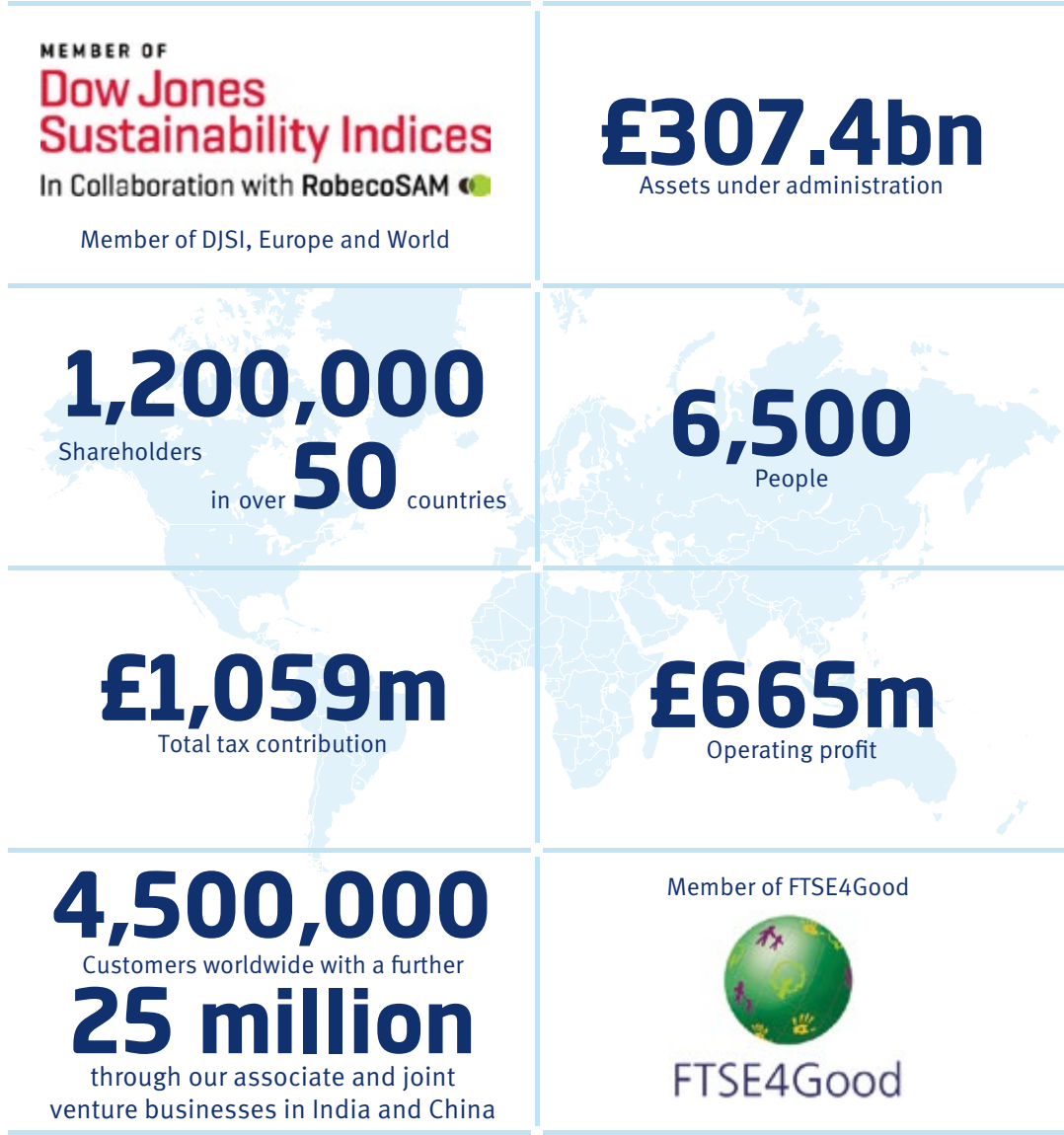
And alongside this, although more difficult to measure, we can see first-hand the difference we can make to individual lives. That is enough in itself, but we also believe there is a wider ripple effect through creating new role models and having a broader impact on wider families, communities and society.

Thank you to everyone who has contributed to the success of the programmes covered in this report, and has helped us learn along the way so we can increase the positive impact we have. We look forward to continued partnership and progress.

# Who we are

We're an international investment business. At the core of our business is managing our customers' and clients' savings. We offer a range of products and services to help people save and invest for their future.

We operate in the UK, Europe, North America, Asia and Australia. We support around 4.5 million customers worldwide, and a further 25 million through our associate and joint venture businesses in China and India.





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Standard Life go to  
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