



# Impact Report April – June 2016

**oben**  
the automotive industry charity

# An introduction from our new Chief Executive, Zara Ross

I'm delighted to have joined the BEN team and I'd just like to say a big thank you to David Main, my predecessor and BEN's former CEO, who has now retired after a very successful seven year tenure here. David leaves behind him a real legacy and I'm sure you will join me in wishing him a very happy retirement.

I'd like to welcome you to the first quarterly edition of our Impact Report. Our goal is to help people move on positively with their lives so that they don't need to turn to us again for the same reason. This is why I'd specifically like to highlight that we have been able to help the majority of people who call us the first time they call - we had just 10% repeat calls during the quarter. Repeat calls are the same person calling for the same reason. We also launched our 'socially fit' campaign in April, as part of our four pillar strategy to help those working in the industry stay in good physical, financial, social and mental health.

I'm also pleased to say that we have held a number of very successful events during the quarter. The Annual Automotive Challenge Cup regatta raised over £20,000 for BEN and the Lynwood2Paris bike ride, which both took place in June, raised a total of £33,000. Thank you and well done

to everyone who took part and sponsored – we really appreciate it! We also celebrated the 25th anniversary of our Town Thorns care centre in May, which is a fantastic milestone to reach. You can read more about these events over the following pages.

We would also like to congratulate and give our heartfelt thanks to Daksh Gupta, the CEO of Marshall Motor Holdings, who has raised an amazing £144,000 for BEN following the first ever Industry Leader Challenge event. Well done Daksh! You can read more about this initiative in the pages following.

I hope you enjoy the read.

Best wishes

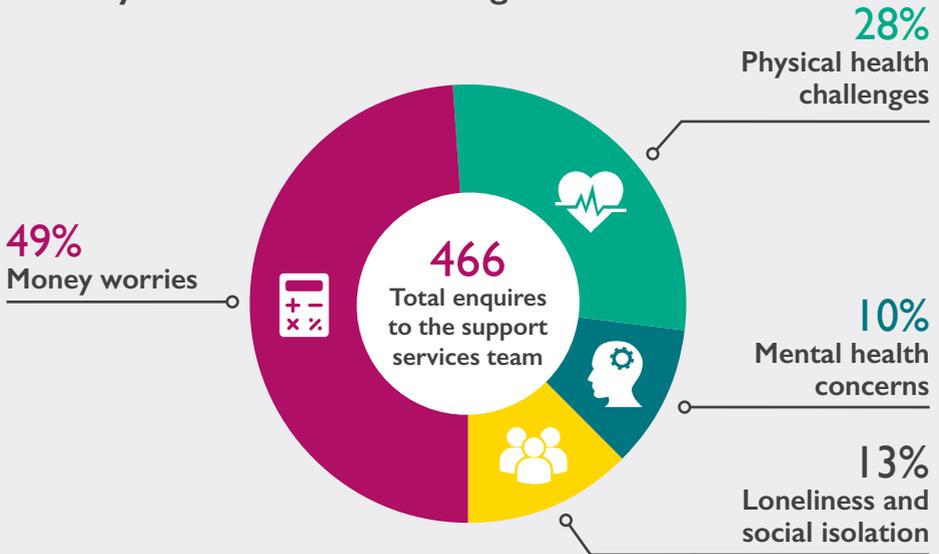
**Zara Ross**  
Chief Executive Officer

You can read more about Zara and her recent appointment to the BEN team by visiting the news section of our website.



# Our Impact Support Services

## Primary reasons for contacting BEN



### Spotlight on Social Health & Wellbeing

The proportion of calls about loneliness and social isolation increased from **9.5%** last quarter to **13%** this quarter. Common reasons for calling included caring responsibilities and housing issues.

### 81% Clients of working age



### 64 new client cases opened

### Health & Wellbeing events with companies across the industry:

**19** individual events took place enabling Ben to speak to **1668** people, providing information, advice and guidance about staying fit for work and for life.

# BEN's 'value add' to the automotive industry

**This quarter we have worked with multiple organisations, supporting their various health and wellbeing workplace initiatives and creating greater awareness for BEN and our services.**

**Here are some examples:**



*It's easier to leaseplan*

## **Leaseplan**

In April we delivered three sessions for over 40 LeasePlan employees on mindfulness, balancing work and life and coping with stress. These built on the mental health awareness sessions held for managers in 2015 which is an important focus area for LeasePlan. We're now looking to do more, repeating the mental health sessions and adding more on financial and social wellbeing with topics like money management, planning for retirement and social resilience.



## **BMW**

In April and May, we attended BMW UK's employee resilience fayres across six of its sites. A total of 386 people were in attendance. We asked individuals to answer a survey specifically about financial health to find out whether they would benefit from receiving more information on retirement planning, money management and savings. We are also in the process of planning a pilot of stress management coaching sessions for managers to a total of 120 group leaders working at the BMW Mini site in Oxford during September this year.

***"This year has seen the successful growth of a partnership between BMW UK and BEN, through the support of our resilience campaign and standalone events across the UK. We believe that this ongoing collaboration with BEN will support both our strategic objectives and goals and most importantly the long term health of all our associates."***

**Andrew Cooke**, Health Management Lead Specialist at BMW



## Sytner

In July, a total of 11 Sytner employees attended a 'Mental Health Awareness for Managers' session delivered by BEN. Those in attendance included HR Divisional Managers, the Director of Human Resources, the Head of Learning Development, the Recruitment Manager and two of the company's Team Coaches. We will be liaising further with the team at Sytner to establish whether there are any other areas in which we can add value to its business. Sytner was recently awarded 2nd place in the Sunday Times 'Best Big Companies to Work For 2015'.



## Hella

In May, we delivered a 'Mental Health Awareness for Managers' session at the company's site in Banbury. A total of 14 people attended the session. Our next steps are to establish other areas of engagement that would benefit Hella colleagues.



## Enterprise Holdings

We delivered a BEN awareness presentation to employees at Enterprise Holdings highlighting mental health awareness, linking to Mental Health Awareness Week. A total of 16 people attended the presentation. We are currently liaising with the team to identify other activities they would like to trial with us.



## Vantage Motor Group

We are currently running sessions at all 20 dealerships spread across the North and the Midlands, for around 300 people, to raise awareness of the support that BEN can offer. We will be liaising with the team about recent staff questionnaire results to establish whether there is any further need for training or other engagement activities.



## Vertu Motors

In June, over 170 colleagues attended a Managers' Conference and we will be providing mental health awareness training to the HR department, which will be delivered by Maitland Medical. Following on from this, we will liaise with the team about the potential roll-out of further training for other colleagues.



## Social Health and Wellbeing

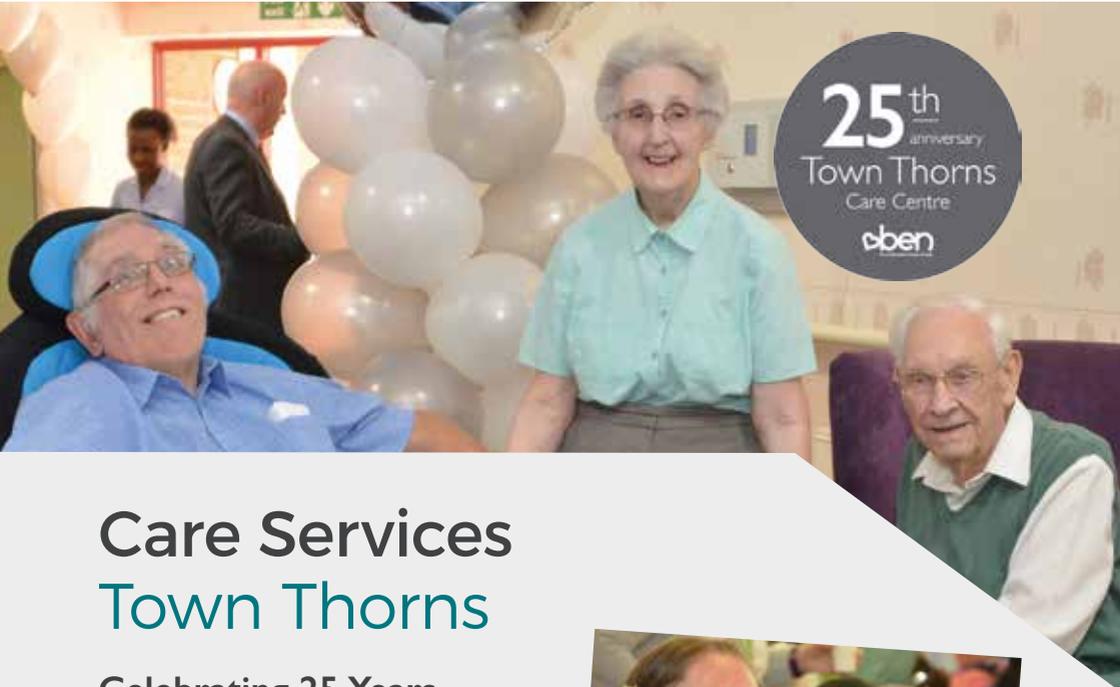
### **Jake contacted BEN for financial support but BEN helped him in many other ways too...**

Jake was suffering with mental health issues; he had no home and was also in financial difficulty. This left him feeling socially isolated as he couldn't afford to see friends and didn't feel confident enough to face them.

We supported Jake with his immediate needs including food and bills so he could manage his other outgoing payments. We also gave him the emotional support he needed to regain his confidence and help him feel valued.

Having this support enabled Jake to apply for work and he has now secured a full-time job. As it was too far to walk, BEN purchased Jake a bike so that he could cycle to and from work, which has improved both his physical and mental health.

The regular income that Jake now has coming in has not only helped him to regain his self-esteem, but has also enabled him to build friendships with colleagues and develop a new social life.



# Care Services Town Thorns

## Celebrating 25 Years

Residents and staff at BEN's Town Thorns Care Centre celebrated a milestone birthday in May, 25 years after it first opened its doors. Town Thorns Care Centre in Easenhall celebrated with an event for residents, families, staff and local dignitaries, marking the occasion. Town Thorns is one of several care centres owned and operated by BEN around the UK, which offer residential, nursing and specialist dementia care.

Several residents, including Robin Ball, Harold Devenport and Josie Allcoat (pictured above) along with some BEN employees celebrated 25 years at Town Thorns.



# Fundraising Initiatives

## April – June 2016

### Annual Automotive Challenge Cup 2016 regatta raises over **£20,000 for BEN**

The second annual Automotive Challenge Cup saw 28 teams race around the Solent on 16 June and raise over £20,000 for BEN. The regatta saw the boats sail a course of three races during the day. This was the best supported Annual Automotive Challenge Cup event yet. Watch out for next year's event which is set to be even bigger and better!



### Lynwood2Paris 2016 bike ride raises **£33,000 for BEN**

The annual Lynwood2Paris 2016 cycling challenge, which raised £33,000 for BEN, saw a team of 20 intrepid cyclists set off from Lynwood and cycle 300 miles to Paris in just five days. The event was sponsored by Junair Spraybooths and AGM Services, who both had team members taking part.





## Industry Leader Challenge event raises £144,000 for BEN

Marshall Motor Holdings' CEO, Daksh Gupta, leapt to fundraising success and raised £144,000 for BEN after he skydived out of a plane at 13,000 feet. Conquering his fear of heights paid off and Daksh believes the total will reach £150,000 once final pledges come in. Daksh completed the tandem skydive on 22 July at the Hinton Skydive Centre in Brackley, Northants.

Along with the jump Daksh charged his dealership network to compete to raise cash for BEN, over a week of fundraising events which

included team barbeques, a carnival, cycle rides, sponsored walks and a spinathon. Thank you Daksh and everyone involved!

You can find out more and support Daksh by visiting:  
[www.justgiving.com/Daksh-Gupta](http://www.justgiving.com/Daksh-Gupta)

Who will be taking on the next Industry Leader Challenge? Find out at the BEN Ball in December! Visit [www.ben.org.uk/events/corporate-events/ben-ball-2016.html](http://www.ben.org.uk/events/corporate-events/ben-ball-2016.html) to book your place.



## BEN launches new automotive industry job site

We are pleased to announce the launch of a new recruitment website designed to give automotive recruiters a niche job board exclusively for the industry. This new initiative is part of BEN's ongoing strategy to be an integral part of the automotive sector and ensure its future success.

A healthy, motivated and skilled workforce is essential to the future of the industry and by using **UKAutomotive.jobs** you can help us support colleagues across the UK, with every penny of profit made donated directly to BEN.

Due to its unique position within the industry, BEN can promote all types of vacancies, both apprenticeships and mainstream roles, which will encourage more people to join and remain within the automotive sector. This in turn will help to sustain the industry's future growth

and development. The site is also designed to help our industry partners including direct recruiters, recruitment consultants, colleges and training providers to recruit talented candidates.

The new site is already populated with candidate CVs and over 1,300 automotive jobs. Rates for one-off listings start at just £59 for 30 days and only £300 per month for unlimited posting. Over the coming months, the site will become home to opinion pieces from industry leaders as well as tips and ideas to help recruiters and candidates make the most of their job search experience.

Visit [www.UKAutomotive.jobs](http://www.UKAutomotive.jobs) today to search for jobs or post a vacancy.



# Thank you

Thank you to all our companies, partners and individuals who have supported BEN so generously in so many different ways throughout this quarter including:

- Payroll Giving (Give As You Earn)
- Taking part in Challenge Events
- Organising Company Fundraising Events
- Nominating BEN as your Charity of the Year
- Backing BEN
- General Donations
- Auctions
- Lynwood2Paris
- Daksh Gupta and Marshalls Motor Group
- Automotive Challenge Cup regatta
- Sponsoring our Events
- Performance Related Giving through retail sales
- Donations from new Vehicle Registrations
- Gifts in Kind

Your continued generosity and much valued donations have enabled us to help more industry colleagues than ever before.

For more information about BEN please visit:  
[www.ben.org.uk](http://www.ben.org.uk)

*“We’ve worked with BEN for years. For many, the charity offers a vital lifeline when the road ahead gets tough. What’s remarkable is that they are indiscriminate in their willingness to help, offering assistance with everything from financial planning to dementia care.*”

*“The breadth and ambition of their generosity is inspiring, and what they do for employees and former employees of the motor trade and their loved ones is nothing short of incredible. We’re delighted to support them in their efforts, and I warmly endorse BEN as an admirable and essential cause to be part of.”*

**Eddie Hawthorne,**

Group Managing Director,  
Arnold Clark Automobiles

*“Just to say a very big thank you for all you did getting Mum into Lynwood. It has already made a huge difference and I’ve been able to go to Cornwall for a while with my family, in the knowledge that she is safe. Thanks again – you are all marvellous!”*

Family member of a resident at  
our Lynwood Care Centre

Don had been caring for his wife for 25 years and she sadly passed away suddenly a few months ago. He had been coping to begin with, however when his family dog passed away some months later, he began to struggle with his bereavement. He started breaking down at work which he was finding hard to deal with.

Don rented his home from the local authority but the tenancy was in his wife’s name and was specifically adapted for her needs. Don asked whether he could switch the tenancy to his name however this wasn’t possible because the property was required for someone who was in need of the adaptations it had undergone.

This is when BEN stepped in and helped Don register for local housing, guiding him through the process. BEN also found a local counselling group for Don and awarded him a grant to pay for it. It’s now a month on and Don feels that he is making progress both emotionally and socially and he knows that he can turn to BEN if he needs to.

**BEN - Motor and Allied Trades Benevolent Fund.**

Lynwood Court, Lynwood Village, Rise Road, Ascot SL5 0FG  
A charity registered in England and Wales (no.297877) and  
Scotland (no.SC039842).

All images within this document  
are for illustrative purposes only.

