

## The CommunityMark

The CommunityMark is a new national standard awarded by Business in the Community which recognises companies that are the best investors in their communities.

The CommunityMark is given on the basis of independent evaluations of management processes as well as impacts on the community and the company. In the words of Stephen Howard, Chief Executive of Business in the Community "The CommunityMark is the highest achievement for companies that are able to demonstrate the long term positive impact that they are having in their communities".

Blackburn Rovers is delighted to be among the first 21 pioneering businesses nationally to have achieved the CommunityMark in recognition of the active role played within the community and the investment made in this very important area of our work. Here we are pleased to share how we evaluate the difference we feel our main projects are making to the community and to the business; the way in which our employees contribute to the community, and our community commitments for the next three years.

Further information on the standard may be found on the Business in the Community website at <http://www.bitc.org.uk/>.