



# HELPING OUR COMMUNITIES TO PROSPER

Corporate Social  
Responsibility Review  
2016 - 2017



**Liberty**  
Specialty Markets

We Insure. You Prosper.

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## Foreword by Matthew Moore

President and Managing Director

Liberty Specialty Markets has a unique perspective on how it does business. We want to help the communities where we are active to prosper. On one level, we do this through the provision of insurance and reinsurance products that enable social and economic development to flourish. But our commitment to community goes deeper than our products; we also want our people to be able to make a difference.

The days when a Corporate Social Responsibility (CSR) programme was considered a 'nice to have' are long past. Most public sector tenders now require details of the company's CSR programme and the same is becoming increasingly true in the private sector. Furthermore, current staff and potential recruits often have an expectation that businesses should 'behave better' and recognise their responsibilities to all stakeholders. This sentiment is shared wholeheartedly at Liberty Specialty Markets.

To function effectively, organisations need to take a strategic approach to embedding CSR principles in every aspect of their operations to better serve their business, communities and employees. We believe it also presents tremendous opportunities to create a CSR programme that has real meaning for employees and our communities.

This brochure, which I am delighted to share with you, details Liberty Specialty Markets' CSR activities. Our focus on developing a programme with people and community in mind gives us confidence we will continue to deliver on our goal to enable our people to make a difference in the communities where they live and work.

I would like to say a special thank you to all LSM employees, friends, family and clients who have supported our fundraising initiatives throughout the year. The funds raised have made a material difference to the charities we support and in many instances have genuinely changed lives.



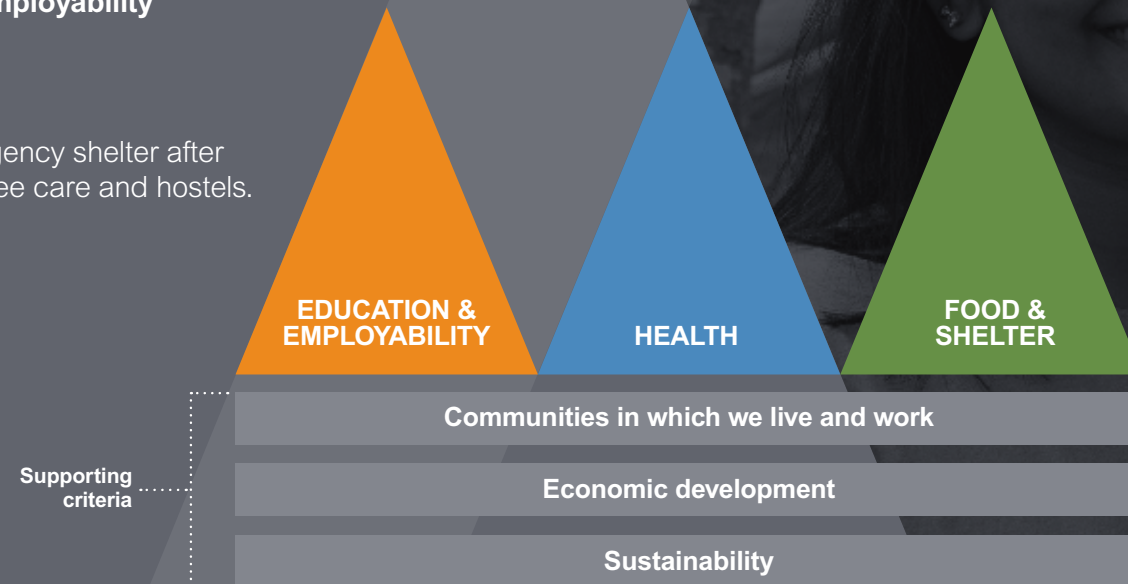
Matthew Moore



# OUR STRATEGIC CSR FRAMEWORK

We have grouped the causes we support into three strategic themes that enable us to align our efforts to make a tangible difference on the issues that matter most to us:

- ▶ **Education & employability**
- ▶ **Health**
- ▶ **Food & shelter**  
including emergency shelter after disasters, refugee care and hostels.



We have a small number of strategic charity partners, some of which are global charities, reflecting the fact we are a global business.

In each of these priority areas we aim to select strategic charity partners which offer a good fit in terms of aspiration, ethos and size. This is because when we engage on CSR, we want our involvement to be sufficiently significant that it will merit some influence on the charity and offer employees a variety of ways to get involved whilst making a meaningful contribution within the target community.

We also apply the following supporting criteria:

- ▶ partners must be active in the communities where we live and work
- ▶ they must be focused on delivering long-term, sustainable benefits rather than generating one-off impact

Looking through the lens of our themes and applying these supporting criteria helps us to screen the universe of potential causes and make communication of our programme choices clearer to employees.

## Global, regional and local programmes

We have a small number of strategic charity partners, some of which are global charities, reflecting the fact we are a global business. We make donations to these charities and some are also the focus of fundraising activity. At a local level, within the strategic framework highlighted, our CSR programme is brought to life by employees having a say in how they want funds to be allocated; addressing the most pressing needs they perceive in their communities. Employee requests for donations and fundraising initiatives are also considered at the quarterly meetings of LSM's Staff Charity Committee.





#### Governance, staff engagement and development

Formal governance of LSM's CSR programme is conducted through a variety of means.

At the top level there is a **Social Responsibility Committee** which reports to the President and Managing Director and which controls the corporate budget, supplemented by our fundraising activities. Beneath this, each business unit in London, and our branches, has a **CSR Champion**, responsible for 'spreading the word' and providing feedback. Each of our major strategic charity partners also has an allocated **Relationship Champion** to act as a point of focus between the two organisations.

Through an annual LSM all-staff CSR survey, we check we are on track in terms of employee expectations and ask for new ideas. In the 2016 survey, 72% of LSM respondents thought the CSR programme was "very effective" in fulfilling our brand ambition of helping communities to prosper.

Our CSR activities can also provide development opportunities for our own employees such as raising their profile within a team or branch, managing a specific charity partner relationship, coaching, mentoring, interviewing, giving presentations, or participating in due diligence visits and grant-making panels.

#### Measuring and management are key

To ensure that our CSR programme delivers to the expectations of all our LSM and community stakeholders, the CSR team operates an ongoing due diligence programme which involves regular communication with supported charities and field visits where appropriate.

Our goal is to develop our programme in such a way as to cater for those who just want to know their company is doing the right thing through to those who want to use their skills in coaching, mentoring, volunteering or fundraising.

2016/2017  
Donations and fundraising

£550,000

72%

of LSM employees thought our CSR programme was "**very effective**" in fulfilling our brand ambition of helping communities to prosper\*

over 100  
charity/community organisations supported

4,000

hours of employee volunteering

\* of those who responded to the CSR Survey January 2017.



# THE 20 FENCHURCH STREET LEGACY FUND

LSM is a member of the 20 Fenchurch Street Legacy Fund (20FSLF), a collaborative fund providing grants to charities that help improve employment prospects for people living in some of the most deprived communities in East London. It was established by the East End Community Foundation, Land Securities and Canary Wharf Group.

As part of our membership, LSM employees are given the opportunity to volunteer at insight days held in our Head Office which introduce the young people supported by these charities to the City and the world of insurance.

Our 20FSLF Relationship Champion sits on the grants panel and performs due diligence visits to the projects we support.



A collaborative fund providing grants to charities that help improve employment prospects for people living in some of the most deprived communities in East London.





Some of the charities supported by the 20FSLF include:

**ACT Training** tackles unemployment in ex-offenders in Hackney and the long-term unemployed through Construction Skills Certification Scheme (CSCS) card accreditation.

**Beckton Skills Centre** supports disadvantaged young people who are not in employment, education or training (NEET) by developing their technical, employability and life skills.

**The Bethnal Green Spear Trust** offers six-week training courses with one-to-one coaching for young people focusing on motivation, confidence and attitude as well as essential workplace skills.

**Circle Collective** invests in young, disadvantaged and unemployed people by offering them transferable skills, industry advice and the work experience they need to achieve employment.

**Fight for Peace** targets the hardest to reach young people offering Passenger Service Agency (PSA) training and Security Industry Authority (SIA) training preparing them for employment in the aviation and security industries.

**Leaders in Community's** 'Youth into Jobs' programme combines workshops, one-to-one support and work experience to identify young people's future goals and maximise employment opportunities in their chosen field.

**Streets of Growth** aims to create a future where young people take responsibility, have thriving careers and make a positive contribution to their East End community. Their 'Earn Your Vision' project provides accredited qualifications and transitional coaching.



Liberty Specialty Markets donation to **20FSLF** 2016/17





Each week, staff volunteer at a local school to help children who are in need of extra support to develop their literacy and numeracy skills.

## READING AND NUMBER PARTNERS

For staff based in London, we run a reading and number partners volunteering programme with a local primary school in Tower Hamlets through the Lloyd's Community Programme. Each week, staff volunteer at the school to help children who are in need of extra support to develop their literacy and numeracy skills. This dedicated one to one time also helps build a child's confidence and communication skills.

### **Other support for Education and Employability**

LSM also supports a number of other schemes which aim to advance young people's career prospects. Activities include hosting work experience students and running presentation, CV and interview skills workshops throughout the year.



## WaterAid's Impact

LSM's strategic charity partnership with WaterAid began in 2015. Following a vote, LSM employees chose to support a specific project in Madagascar. 11.7 million people in Madagascar do not have access to clean water and the average daily walk to collect water from a potentially contaminated source is three hours. LSM directly funds a Water and Sanitation Hygiene project (WASH) which supports three rural municipalities.



3

municipalities supported in Bongolava region of central Madagascar



11

sanitary blocks and hand washing facilities built



111

tap stands installed



463

family latrines constructed



673

family showers installed

Over

3,000

people now have access to adequate sanitation

# WATERAID

More than

# 11,000

people can now access clean drinking water

Over

# 3,000

people have learnt the importance of hygiene practices

In support of  
**WaterAid**

\* WaterAid data for Bongolava region 2015-2017



Only **16%** of the households in this region have access to safe water, and less than **7%** have access to latrines.

### Liberty Specialty Markets' visit to Madagascar project

In July, a group of LSM employees who have been instrumental to the partnership, were given the opportunity to see WaterAid's work in action. The group visited the Bongolava region of Madagascar which is home to the WASH project that LSM supports.

Only 16% of the households in this region have access to safe water, and less than 7% have access to latrines.

The WASH education programme is vital to improving the overall health of people in this district. The effects of dehydration and diarrhoea result in weight loss and malnutrition which causes stunted growth in children and reduces average life expectancy.

WaterAid works alongside well-respected Malagasy charity, CARITAS, who are crucial to creating a relationship between WaterAid and a rural community. Using local skills and expertise, the charities work with communities to install gravity flow water supply systems, introduce water quality testing, and implement tap stands.

One of the key strategic objectives of WaterAid projects is sustainability to ensure that the work carried out has longevity and is not simply a 'quick-fix' solution. The involvement of local people ensures the viability of the programme for future generations.

2015-2017 fundraising  
**£95,140**

2 years' company donations  
**£150,000**

**Total**  
**£245,140**  
2 year cumulative donations



## Liberty Specialty Markets' journey to Madagascar

During their visit, the LSM group met with WaterAid Madagascar representatives to find out more about the project. They also visited two villages to see first-hand the positive effects of the WASH programme and a third village where work was just beginning.

I've been really lucky to work closely with WaterAid over the last two years and was thrilled to get the opportunity to visit the projects LSM has been supporting in Madagascar since 2015. Meeting with WaterAid Madagascar helped us to understand the challenges they face in bringing clean water to the community and meeting the people we have already helped and will be helping over the coming 12 months was something that will stay with me forever. The happiness, strength and resilience of these people is fantastic and WaterAid's work is changing so many lives for the better.

**Claire Smith**  
Liberty Specialty Markets, London



WaterAid Madagascar and CARITAS explain new plans to use a nearby lake as the reservoir to supply one rural village with drinking water.



Villagers without WASH begin digging the foundation for a pipe line to supply the community with clean water.



The LSM group visits one of the village water points and meet the volunteers responsible for its upkeep.



One of the project's gravity flow water tanks which collects and filters water from a source in the mountains.

## Fundraising for WaterAid

Here are just a few of the ways we have been raising money during 2016/2017.



### Curryoke April 2017

A fundraising night with a twist. A combination of karaoke and curry. The night included live and silent auctions raising over £15,000.



### Trek Malawi November 2016

A team of eight LSM staff undertook the challenge of trekking through Malawi for five days raising over £18,000.



## March to Madagascar

130 LSM employees took part in a fitness challenge, successfully walking the equivalent distance from London to Madagascar.

**8,646**  
MILES WALKED



## ACTION MEDICAL RESEARCH



Around **400** children are diagnosed with brain cancer every year in the UK

Action Medical Research is a small UK-based charity dedicated to changing the lives of sick children and babies. It currently funds over 75 medical research projects which look for new cures and treatments at leading hospitals, universities and specialist centres across the country. In the UK, medical research specifically for young children, receives little funding and our donations support this vital work.

LSM has made a significant donation to the charity to fund a specific research project. Run by Professor Andrew Peet at the University of Birmingham, the project is to develop treatments tailor-made for individual children suffering from brain tumours. This could potentially save the lives of children with the most aggressive tumours and spare those with less severe illnesses from unnecessary treatments.

In addition to our corporate donation, LSM held an afternoon cream tea in our staff restaurant to raise further funds for the charity.



Action Cream Tea July 2017

## ACTION ON ADDICTION

For over 30 years, Action on Addiction's treatment centres have been helping people suffering from addiction.

For over 30 years, Action on Addiction's treatment centres have been helping people suffering from addiction. Their SHARP (Self-Help Addiction Recovery Programme) helps people engage with mutual aid groups such as Alcoholics Anonymous and Narcotics Anonymous. They also work to help reduce the stigma surrounding the causes of addiction.

The charity believes in advancing patients' recovery through imagination and creativity. Recovery workshops such as art therapy, creative writing and alternative therapies (including shiatsu, Zumba, Indian head massage, relaxation, foot massage and reflexology) play an important part in an individual's recovery.



Action on Addiction also founded The National Addiction Centre and Marina House which support many research projects to investigate the effectiveness of new and existing treatment and prevention techniques.

LSM's annual donation goes towards helping both research and recovery.





KidsOut works to provide disadvantaged children with fun activities and opportunities.

## KIDS OUT

Every year more than 20,000 children are affected by domestic abuse and seek sanctuary in a refuge. Typically when they leave home they only have the clothes on their back. In many cases these children will have experienced physical, emotional, and even sexual abuse and arrive at a refuge with nothing. Working in collaboration with Women's Aid, their partner charities and corporate supporters, KidsOut works to provide children with fun activities and opportunities for them to claim back their childhood.

LSM supports Kids Out with donations and also by taking part in the charity's 'Giving Tree' Christmas appeal. The idea is to decorate a Christmas tree with festive tags which have the name of a child and a toy they hope to receive for Christmas. Members of staff then take the tags and buy the toy listed on the tag as a Christmas donation.

Last year LSM took 250 tags as part of the Giving Tree Appeal.

## FOOD BANK SUPPORT

Liberty Specialty Markets has been supporting local food banks for a number of years through volunteering and donations. Activities have included sorting food items and distributing to those in need.







# THE COMMUNITIES WHERE WE LIVE & WORK

Each year, as part of Liberty Mutual Insurance's global 'Serve with Liberty' programme, LSM employees, across all our offices, take part in a number of volunteering events which help local communities to prosper.

This year, events took place over a three week period and included a range of opportunities to suit different employee skill sets and interests. In London there were 24 different events supporting various local community organisations and charities, including children's activity centres, farms, food banks, community centres, education and employability initiatives.

## Serve with Liberty



Serve with Liberty – Madrid



Serve with Liberty – Paris



Serve with Liberty – Milan



Serve with Liberty – Zurich



LSM achieved its highest level of staff participation in this year's Serve with Liberty programme at

# 44%





# STAFF CHARITY DONATIONS

Staff are encouraged to apply for donations for charities of their choice, subject to an agreed set of criteria. Donations are managed through a Staff Charity Committee which meets quarterly and can take the form of 'matched funding' – where funds raised by staff are matched by the company (subject to an upper limit) or 'one-off donations'.



## Charities supported over the last 12 months

4Louis	Macmillan Cancer Support
AIMS Italian Multiple Sclerosis Society	Magic Breakfasts
Alexander Devine Children's Hospice Service	Make a Wish Foundation UK
Anthony Nolan Trust	Martlets
Balloons Charity	Mental Health Foundation
Billy's Wish	Mind
Breast Cancer Now	MS Trust
Bridge2Aid	MyelomaUK
British Heart Foundation	National Deaf Children's Society
Cancer Research UK	New Bentley Neighbourhood Resource Centre
Centre for ADHD and Autism Support	NSPCC
Childfund Ireland	Oasis Cardiff
Collier Row Foodbank	Oral Health Foundation
Concern	Penny Dinners
Crohn's and Colitis UK	Rett UK
Cyclists Fighting Cancer	Royal British Legion
Cystic Fibrosis Trust	RP Fighting Blindness
Demelza House	Samaritans
Dreamflight	Save the Children
DT38	Sheffield's Western Park Cancer Hospital
Dublin & Wicklow Mountain Rescue Team	Shelter from the Storm
Eaton Foundation	Shine Literacy Charity
Family Action	St Mungo's
Great Ormond Street Hospital	Starlight Children's Foundation
Greenwich Scout Group	Stichting Madurodam Kinderfonds
Haematology Cancer Care	Stonewall
Heart Research UK	Teenage Cancer Trust
Herzensbilder	The Bridge Trust
Icandance	The Marlow Opportunity Playgroup
Jo's Trust	Trocaire
Joblinge	UNICEF UK
Keech Hospice Care	Walk the Walk uniting against breast cancer
Kent MS Therapy Centre	Wanstead Monday Community Club
Le Rire Medecin	War Child
Lords Taverners	WellChild
Lupus UK	West Kent Mind

► Education & employability ► Health ► Food & shelter



Here is a selection of 'Thank you's' from charities, communities and individuals Liberty Specialty Markets has supported over the last year.

# THANK YOU

'Thank you so much for your incredible donation, it has helped me raise over £7.4k. I sincerely appreciate it and it is truly overwhelming to be given this donation from Liberty.'

'We wish to express our sincere gratitude that large and successful organisations such as yours can support small community charities so generously.'

'Thanks to your fantastic support, we can continue to offer families all the practical help and emotional support they need to survive homelessness and move back to a home of their own.'

'We are a small independent charity that relies on the generosity of people like you, which gives us such encouragement and helps ensure that we are able to maintain this work and help many more homeless people in future.'





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