

Business in the

Charter Work

Making your Career Happen

Community

Inspiration

Discover yourself

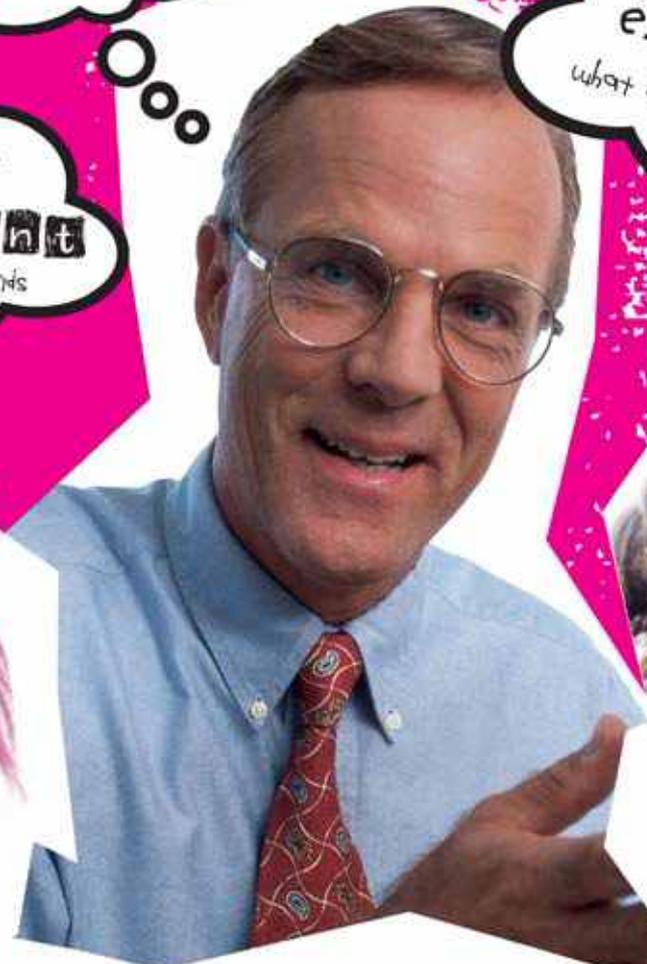
I want to be a doctor... a nurse... a pilot... an IT guy... a mechanic... a teacher... a designer...
a radio presenter... a charity worker... a chef... executive... a merchant banker... a retailer... a builder...

I want to be inspired...

Who can help me develop a good placement?

work experience... what can I get out of this...?

How can I get a great placement when so many of my friends need one too?



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Disclaimer: The Insight is loosely based on one developed for the BBC television programme 'What Am I Like? The Personality Test'. It is a simplified and very loose profiling tool developed by Sheryl Karpel for Career Moves Group with Business in the Community. It is based on but in no way a replacement for, or a part of, the full Myers-Briggs Type Indicator® questionnaire and the results are not intended to be the psychometric or practical equivalent to MBTI® questionnaire results.

foreword



As a business leader, I am acutely aware that as a young person you need to be inspired to find the right career path to suit your own skills and passions. Businesses in Northern Ireland want to improve the work experience they provide and help you find exciting routes into the world of work.

As Chair of the Work Inspiration campaign, I believe that employers can change the face of work experience and revolutionise the way we help you.

This publication gives you a number of insights to help you determine your personality type and the future types of jobs in which you might be interested. It will also help you engage with business people when you are on your Work Inspiration visit.

At the back you'll find a variety of career boards which I hope you will find fun and informative.

Now is the time to embrace all that the working world can offer. I truly hope you are supported to find your inspiration!

John McCann, Group Chief Executive, UTV Media plc

what is work inspiration?

The Work Inspiration campaign has been developed in association with the CBI and UTV Media plc. It is set to mobilise businesses to provide an inspirational first taste of the world of work for young people.

Schools and colleges work hard to connect the classroom to the world of work, however, the business world is changing so fast that connections between business and education are even more important to ensure that those leaving school have the proper perception of the workplace.

22,000 young people in NI are eligible for work experience each year. It must be meaningful, relevant and above all inspiring if it is to operate in any way effectively.

This national campaign is a call to action for all businesses to recognise the pivotal role they can play in bridging the gap that exists between the classroom and the workplace.

Positive experiences of work demonstrate that there are many paths to success. The practical opportunities available in a meaningful placement help develop skills as well as giving an interesting and insightful outlook. Ultimately the ambition is to enhance life and career aspirations.

Businesses benefit too, as skills such as leadership and management will be developed by staff assigned to supervise and line manage students.



John McCann, UTV and Liz Lemon, Business in the Community with work experience student Ashleigh McCracken, Malone College

did you know...

22,000 young people in Northern Ireland need a work placement this year

Insight One
ALL ABOUT ME

All About Me

Discovering your talents, passions and interests on a work experience placement can be the starting point to be inspired by the world of work. But talking about yourself can be difficult. When you're at school, and trying to put it in the context of a world of work, of which you have had little or no experience, it is almost impossible.

This 'All About Me' Insight has been designed to help you talk about your passions and interests. The following questions will help you understand your true character. Its not a personality test, its been designed to help you understand what 'type' of person you are.

There are four groups of questions. Be honest with yourself. You can work through each set and tick the relevant word at the end to remind yourself which of the options best apply. You will end up with four characteristics which will allow you to match yourself to a list of character types.

Once you have your character type, you will find it again in Insight Two, starting on page six entitled: Look Behind the Scenes. Using Insight One and Insight Two together, you will be able to see how your characteristics can be used to their full potential in a work environment.

Group One ~ ask yourself

- You're going on holiday - how do you prepare for it?
- What do you do at the weekends? What did you do last weekend?
- How do you approach your homework?
- If your teacher decided to change a lesson suddenly how does it make you feel?

Do you think you are a: **Planner** or **Spontaneous** person?

Group Two ~ ask yourself

- How do you usually give directions to your house? (detailed map or general directions)
- When you buy something new, are you an impulsive shopper or have you researched and compared prices?
- When you are asked to make a presentation at school do you enjoy doing it? Think about one that you've given recently and how you prepared for it.
- What sort of TV/films/books and magazines do you enjoy?

Do you think you are a: **Facts** or **Ideas** person?

Group Three ~ ask yourself

- What would be the most important to if you had to decide on two schools to go to? Friends and teachers or building and curriculum?
- When you need to make a difficult decision what are the things that are most valuable to you in making that decision?
- If, with a group of friends, there is a disagreement, what role do you take on in this situation?
- Do you do anything in your spare time? Eg. volunteer, campaign on green issues, care for someone, run anything, regular sports activity etc.

Do you think you are a: **Head** or **Heart** person?

Group Four ~ ask yourself

- When meeting a new group of people how do you respond - are you the first to introduce yourself or do you wait for them to come to you?
- Think of an example of when you have found yourself being the centre of attention. How did it make you feel?
- Think of an example of a presentation you have given at school? Did you prepare and do it on your own or with a group of people?
- Have you ever been involved in a school production - a play, a sports day, a fund-raising activity? What part did you play and why?

Do you think you are an: **Extrovert** or **Introvert** person

Write in this box the result of the categories you have ticked to identify a 'personality type' which will be four words eg. **Spontaneous/Ideas/Head/Extrovert**.

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The following groups are all the possible options you could end up with from the **All About Me** questions

The titles that appear here give you a simple and top line summary of the possible type of personality you may have. These are the same titles that will be used in **Insight Two**

Characteristic groups

Personality types - these same titles and numbers appear in Insight Two

Planner/ Facts/ Head/ Introvert	Realist (1)
Planner/ Facts/ Hearts/ Introvert	Nurturer (5)
Planner/ Ideas/ Hearts/ Introvert	Counsellor (4)
Planner/ Ideas/ Head/ Introvert	Mastermind (8)
Planner/ Ideas/ Hearts/ Extrovert	Advisor (10)
Planner/ Facts/ Head/ Extrovert	Supervisor (13)
Planner/ Facts/ Hearts/ Extrovert	Contributor (14)
Planner/ Ideas/ Head/ Extrovert	Leader (16)
Spontaneous/ Facts/ Head/ ntrovert	Analyst (2)
Spontaneous/ Ideas/ Head/ Introvert	Strategist (3)
Spontaneous/ Facts/ Hearts/ Introvert	Peacemaker (6)
Spontaneous/ Ideas/ Hearts/ Introvert	Idealist (7)
Spontaneous/ Facts/ Head/ Extrovert	Go Getter (9)
Spontaneous/ Ideas/ Hearts/ Extrovert	Trendsetter (11)
Spontaneous/ Ideas/ Head/ Extrovert	Big Thinker (12)
Spontaneous/ Facts/ Hearts/ Extrovert	Entertainer (15)

Bear in mind that nobody is entirely one personality type only and may exhibit attributes from others.

Insight Two

LOOK BEHIND THE SCENES

Look Behind the Scenes

It is more important than ever to think as broadly as possible about the opportunities available to you. The world of work is changing so fast and the Work Inspiration campaign has been designed to help you make the most of your work experience placement by making it meaningful and inspirational.

The following is a simple and easy presentation of jobs by different personality types that enable you to see how varied the roles are within a company and how different characters, skills and interests suit different types of jobs.

This Insight is not intended as a careers tool. It should help you understand the variety and scope of opportunity in the world of work and use this knowledge to see how you can apply your talents and skills to what you might do in the future. It's a follow on from Insight One.

Having completed Insight One you will have a rough idea of your personality type. Find the corresponding section in this Insight and read the information underneath.

Type 1 ~ The Realist

Descriptor, you are probably

- quite a serious person who is very thorough in your work and can be totally depended upon
- someone who thinks very logically and practically and has a realistic approach to your work
- the sort of person who tends to be very organised and orderly both at work and at home and you'll like working alone
- someone who likes to be very clear about taking on tasks/projects but when you know what is required you are very happy heading off to deliver it

Likely school interests and current interests and activities

You probably

- like to plan your time to ensure you deliver
- enjoy rules
- don't like change
- don't like to be put on the spot
- probably like meeting deadlines
- may like languages, maths, sciences

Future types of roles/employment in which you might be interested

- a job where you make decisions based on facts and where the role is clearly set out - eg a scientist, lawyer, accountant, finance
- working as a purchaser/supplier/in property/store fitting/HR

Type 2 ~ The Analyst

Descriptor, you are probably

- a quiet, friendly and conscientious person
- accurate, a good timekeeper and someone who likes to create an orderly environment
- someone who likes routine finding solutions
- mainly driven by how people feel rather than how they think
- someone who likes being in a team but is equally able to work alone to deliver a task

Likely school interests and current interests and activities

You probably

- like facts and puzzles
- like being set problems
- enjoy working to a set timetable or routine
- like languages, maths, sciences, music

Future types of roles/employment in which you might be interested

- a job where routine and accurate information processing is important - eg law, accounts, administration, banking

Type 3 ~ The Strategist

Descriptor, you are probably

- someone who finds it easy to connect up the meaning of things and ideas
- someone who understands what motivates people and is insightful with a clear vision about how to get things done
- a very organised person and, if you need to be, very decisive. You're good at getting other people to see what you mean and what you need them to do
- someone who doesn't enjoy working in situations that are chaotic and unclear
- someone who doesn't like being put on the spot, as you need to have things well planned to enjoy them

Likely school interests and current interests and activities

You probably

- are a very logical thinker and problem-solver
- may like debating
- aren't necessarily very practical but like long-term planning
- enjoy maths, science, technology

Future types of roles/employment in which you might be interested

- a job where you can be curious
- working in Science/IT/anything with strategic planning involved

Type 4 ~ The Counsellor

Descriptor, you are probably

- foremost an idealist and someone who has strong values which are important to you
- a curious person and someone who will always see possibilities rather than obstacles
- the sort of person who is good at turning ideas into practice because you understand people and like to help others reach their full potential
- someone who doesn't like situations where there is unresolved conflict. You are a very fair person who doesn't like injustice or seeing people suffer

Likely school interests and current interests and activities

You probably

- like to find the meaning of things
- like to help others
- will volunteer to help organise things
- enjoy psychology/philosophy/English lit/sociology

Future types of roles/employment in which you might be interested

- careers where you can help others develop emotionally or intellectually
- teaching or counselling

Look Behind the Scenes

Type 5 ~ The Nurturer

Descriptor, you are probably

- a fairly quiet person, who is sensitive and kind, where people are very important to you (so you will be the person that remembers everybody's birthdays)
- someone who tends to live in the moment
- very good at being aware of how people are around you
- someone to whom loyalty and values are extremely important
- someone who does not like disagreements or conflicts and who tends not to force your opinions on others

Likely school interests and current interests and activities

You probably

- tend to like helping people and are more interested in them than facts
- look after people if they're upset or new to an environment
- are good at remembering detail
- enjoy humanities, history, human biology

Future types of roles/employment in which you might be interested

- in a caring profession like nursing, or being responsible for employee welfare, or anything with client liaison or hosting
- as an alternative therapist
- working in catering

Type 6 ~ The Peacemaker

Descriptor, you are probably

- a tolerant person, in most situations
- the quiet observer that can act when problems occur because you have an understanding not just of what's gone wrong but what can be done to unpick things
- someone who understands how things work and finds it easy to get through data to isolate relevant information
- someone who likes facts and is very efficient once you have the information you need

Likely school interests and current interests and activities

You probably

- like working with detail and being very practical
- enjoy helping others
- enjoy vocational subjects, technical/research projects

Future types of roles/employment in which you might be interested

- serving others in a very practical way
- stock control, management or looking at economic trends
- being good at research and project management

Look Behind the Scenes

Type 7 ~ The Idealist

Descriptor, you are probably

- someone who tends to have original ideas which you can often make happen
- someone who likes to achieve your goals
- someone who sees patterns in external events which you can develop
- somebody who gets committed to an organisation or cause and can bring projects to life and deliver on them
- a person who likes to work to your own time frame
- someone who tends to immerse yourself in interests and causes and expects others to have the same standards and passions

Likely school interests and current interests and activities

You probably

- want to make this world a better place
- are interested in art/the environment/creative expression
- enjoy history, current affairs
- belong to causes or campaigns

Future types of roles/employment in which you might be interested

- jobs where you can help people fulfil potential
- somewhere where you can show your artistic/creative side
- campaigning - or in advertising/marketing/PR

Type 8 ~ The Mastermind

Descriptor, you are probably

- a logical thinker in a group - the person with explanations for everything
- someone who understands how things work
- someone who uses information as clues and is interested in ideas rather than social interactions
- someone who finds it easy to read instructions
- the sort of person who can solve problems that others will take much longer trying to do
- an analytical person that others sometimes might find sceptical because you can see when things will work and when they won't and say so

Likely school interests and current interests and activities

You probably

- are an energetic visionary
- are a very logical person
- are a practical and efficient person who likes using common sense
- enjoy research and like developing strategies
- like using detail

Future types of roles/employment in which you might be interested

- a career where detail and creating improved and better processes are important
- finance, HR, IT or management

Look Behind the Scenes

Type 9 ~ The Go Getter

Descriptor, you are probably

- the doer in a team
- flexible and pragmatic, and though you like working with people you also like to be in situations where you get immediate results
- someone who doesn't like planning much, you believe in taking action to solve problems
- a person who thinks in the here and now
- often the person in a team urging others to do something
- someone who finds it easy to get on with others and who enjoys a challenge

Likely school interests and current interests and activities

You probably

- tend to be inventive and resourceful
- are a problem solver
- are someone whose enthusiasm inspires others
- are a spontaneous learner on the job
- are good with detail
- like subjects where there are clear goals and logical solutions

Future types of roles/employment in which you might be interested

- a role where you can pay attention to detail, inspire others and solve problems

Type 10 ~ The Advisor

Descriptor, you are probably

- outgoing and friendly
- a person who finds it easy to be with people and they with you
- someone who is always asked to join teams because you are so accepting and flexible
- the sort of person who can help make things happen through using your own common sense and realism
- very adaptable, and can accommodate others easily because you are very clear about what you believe
- a good mentor

Likely school interests and current interests and activities

You probably

- tend to be a lively person who enjoys bringing people together
- don't like making tough decisions in relation to people
- aren't someone who is detail-oriented

Future types of roles/employment in which you might be interested

- a role where you can help develop people's potential
- training, recruitment, certain kinds of teaching - maybe with young children
- youth work and community work

Look Behind the Scenes

Type 11 ~ The Trendsetter

Descriptor, you are probably

- an innovator
- the enthusiastic and imaginative member of a team or project and you seem to have ideas all the time
- the sort of person who sees possibilities in situations and can always connect events and information together
- good at seeing patterns in things and because you are confident in what you see, you are good at putting your ideas across to others
- someone who is good at communications and enjoys the opportunity to put ideas across

Likely school interests and current interests and activities

You probably

- tend not to like rules
- like flexibility
- motivate others and spot opportunities
- tend to be inspirational as opposed to logical

Future types of roles/employment in which you might be interested

- roles where imagination and ideas are important
- a creative environment where you can encourage others
- teaching or networking roles

Type 12 ~ The Big Thinker

Descriptor, you are probably

- the person who thinks big - the 'why don't we?' type
- very quick thinking but also someone who is very resourceful, and good at solving challenges
- the one who has the ideas and can quickly decide if they can work or not, but this is often not based on research or evidence. It is much more based on your instinctive sense of what can happen and your ability to enthuse others
- someone who loves change and being given new challenges - if possible you would rather not stick to routine

Likely school interests and current interests and activities

You probably

- are an outspoken person
- tend to find solutions to problems
- are an entrepreneur
- love new challenges
- enjoy business studies/enterprise/project work

Future types of roles/employment in which you might be interested

- careers connected to business or somewhere you create businesses
- new product development and/or innovation

Type 13 ~ The Supervisor

Descriptor, you are probably

- the practical and realistic one in a team of people and the decisive one who others respect and support
- good at organising people and projects and someone who gets results
- good with routine detail, or at planning and implementing projects or programmes
- good at explaining what is needed from others
- a very logical person as well as being a good team person
- someone who likes having and developing plans and finds that side of project management easy and enjoyable

Likely school interests and current interests and activities

You probably

- enjoy order in all areas of your life
- work to clear goals and tend to be very practical
- like procedures and specific work methods
- enjoy science/technology

Future types of roles/employment in which you might be interested

- a role where logical planning is important
- management/administration
- a career in sciences, research or possibly medicine
- insurance, banking or risk analysis

Type 14 ~ The Contributor

Descriptor, you are probably

- a warm conscientious, creative person
- someone who likes to create and work in harmony with others to complete tasks and who doesn't like conflict
- someone who has a clear sense of what is needed
- a good team player and the one who will always be very accurate and responsible and because of this people like to work with you
- someone who likes to take on tasks on behalf of others - organising, engaging others, etc
- someone who likes being with people rather than working on your own

Likely school interests and current interests and activities

You probably

- tend to value order and tradition
- will always deliver on a commitment
- are someone who likes responsible behaviour and is great at planning

Future types of roles/employment in which you might be interested

- a career involving education/healthcare or planning
- a great PA or administrator

Type 15 ~ The Entertainer

Descriptor, you are probably

- a warm, empathetic and responsible people-person
- someone whose can easily tune into the emotions and motivations of other people
- someone who loves being the centre of attention, and who people love being with
- the sort of person who always sees potential in situations and people, so you are a great trainer and developer
- someone who enjoys helping people
- someone who always enjoys tasks and has fun completing them

Likely school interests and current interests and activities

You probably

- think fun is the name of the game
- prefer hands on learning as opposed to reading rules, etc
- are not a great planner but like spontaneous things
- are good at reading people
- enjoy drama or performing arts

Future types of roles/employment in which you might be interested

- somewhere where you are the centre of attention
- using your great people skills in a fun and stimulating environment
- the creative industries, media, PR, event management
- being a good trainer

Type 16 ~ The Leader

Descriptor, you are probably

- often chosen to be a leader or assume this role because you are very decisive and people respect your decisions
- someone who can communicate well and can see clever ways to solve problems
- the sort of person who loves long term planning and setting and working to a goal
- a person who naturally break things into stages
- great at presenting information to people and also in making them understand what you want them to do and why

Likely school interests and current interests and activities

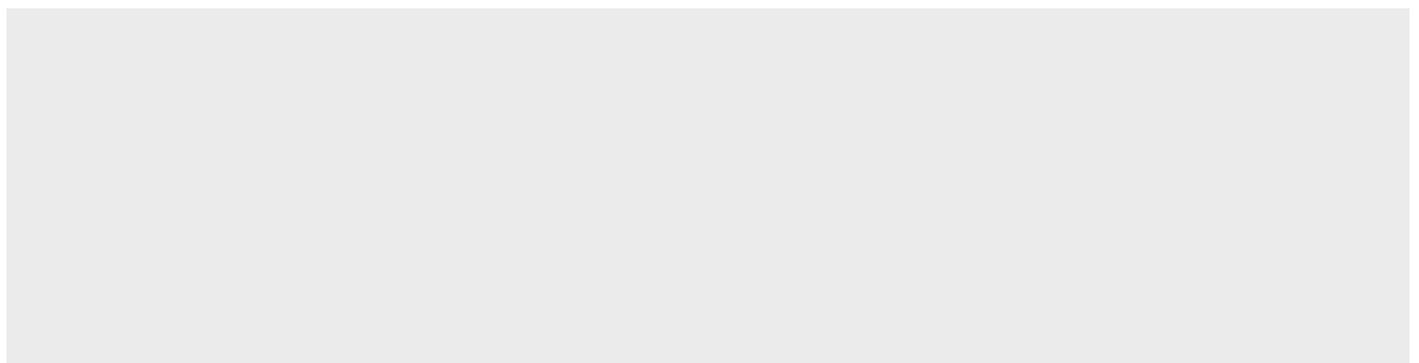
You probably

- strive for efficiency and will naturally take the management role
- create strategies through logical thinking - although you aren't into processing huge amounts of detail
- enjoy economics, business studies, etc

Future types of roles/employment in which you might be interested

- a management role
- using logical analysis and strategic planning
- some kind of management
- in charge of departments, teams or processes

Notes



Insight Three
CAREERS HAPPEN

Careers Happen

Research suggests that many young people are disappointed with the idea of a job as opposed to a career, but have very little idea of what the difference actually is or how a career happens.

The following 'Careers Happen' questions are designed to be fun and interactive. By asking these questions when you are out on a Work Inspiration visit, you will discover that careers are often not linear and that people can and often do make decisions that don't work out but from which they learn valuable lessons about themselves and which often create new opportunities.

Whether the career is planned with specific training and development milestones or based on a more opportunistic approach, the nature of career progression can be a mystery. By using the Careers Happen questions you will gain an insight into how other people have progressed in their careers and discover possibilities for your future.

During your Work Inspiration visit, try to meet with three to five different people doing different types of roles and at different stages of their career in the organisation.

Ask each person to outline what their job involves and how they have ended up doing what they are doing now. Ask them to tell you their story. These 10 questions will help you to dig a little deeper and reveal each person's career path.

Careers Happen Questions

Question One: Many people have described their early career years as rather chaotic and muddled, a period of false starts and attempts to work out exactly what they were good at. Is that something you can relate to as well?

Question Two: Did you always know what you wanted to do? Are you doing what you wanted or expected to be doing in your working life at this stage in your career?

Question Three: Can you describe what your first work experience and job entailed? Did you take any training or other form of development that helped you to progress or to change direction?

Question Four: During your first work experience and job, did you enjoy the work you were doing? Do you think they proved to be useful experiences or did they represent wasted years?

Question Five: At what stage did you start to recognise where your talents lay, and that you were starting to make significant progress? Was there a particular achievement that represented a career "rite of passage"?

Question Six: Do you think you had a "lucky break" that has influenced your career path?

Question Seven: Did you have to make any particularly critical and difficult judgement calls that you feel have had a defining role on your career path?

Question Eight: Are there any decisions in your earlier career years that you regret?

Question Nine: It's hard to identify career goals and choices. What advice would you give based on your personal experience?

Question Ten: How would you rate the importance of certain mentors in your career in terms of providing inspiration/opportunities/advice on critical career decisions. From your personal experience, what do you think makes a good mentor?

Don't forget to thank the person for sharing their story with you.

CAREER BOARDS

1976

left school
speak live pool
no qualifications



SKILLS

ENROLLED FOR A
GOVERNMENT
TRAINING SCHEME

Trained Gas Fitter



back to school
Night School



Get Noticed

QUALIFIED AS A
CODED WELDER



Seconded to
Marketing



Privatisation of British Gas
Lots of changes – lots of different jobs

1994

FT NATIONAL JOB
HEAD OF LOGISTICS

1997



Moved to
Northern
Ireland



TURNING WORK
EXPERIENCE
INTO WORK
INSPIRATION
A Business in the Community campaign

bring Natural Gas from the
North Sea to 265,000 properties
in Northern Ireland

Peter Dixon
Group Chief Executive



PHOENIX
NATURAL GAS

WWW.WORKINSPIRATION.COM

1982

Went From an all girls school to being the only girl at Queen's University studying Mechanical Engineering. Summer Student with Ford

1988

Left BP, Had my first child and went to work for Ford in IT



1985

Joined BP in London, Cycled around the BP oil refinery in Rotterdam, Flew onto a North Sea Gas Rig as a Mechanical Engineering Trainee



1992

AS QUALITY MANAGER TRIED TO TURN 'THINGS GONE WRONG' INTO 'THINGS GONE RIGHT' FOR FORD CUSTOMERS AROUND THE WORLD.



Launched the first Ford Focus in factories around world and made customers very happy

2002

Did more of the same with

BOEING

1998



1999

Moved to the USA as a Director Helped Ford hire good people around the world (Couldn't spell HR)



Moved back to the UK With Rolls-Royce helped keep Aeroplanes flying

2003

2009

Started working in Northern Ireland For the first time as Group Operations Director For the McMullen Group, looking after factories in Moira, Scotland and USA



Rose Mary Stalker Group Operations Director

McMULLEN



TURNING WORK EXPERIENCE INTO WORK INSPIRATION A Business in the Community campaign

WWW.WORKINSPIRATION.COM

1972
FRESH FACED
NEW DAY AT
M&S
SPECIALISED IN
LADIES LINGERIE



WON WINE
COMPETITION
IN EVENING
STANDARD



LEET MADE
HEAD OF
WINE



1989
LEFT M&S



MADE PARISIAN
FALL IN LOVE
WITH SENSIBLE
SWEATERS



* FELL INTO THE
* FROZEN
FOOD BUSINESS
GOT GOLD FEET
AND LEFT



2004

CAME BACK
TO SAVE M&S
(WITH A BIT OF HELP
FROM TWIGGY)

There's more than one route to success.
(Because careers are pretty random things.)



Stuart Rose.

Retail guru.

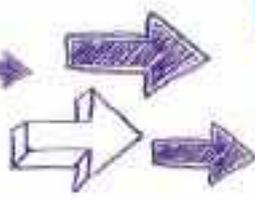
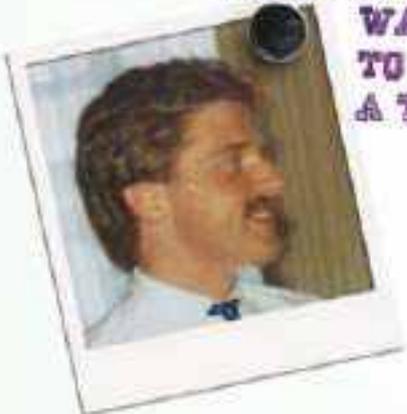
Big in the knicker
department.



workinspiration.com

1980

WANTED TO BECOME A TEACHER



Got hired

GOT FIRED

Counted beans for Heinz



1995 SOLD LOTS OF GUINNESS



I then helped Virgin to count airmiles



Joined an ad agency and told Britain "You've been Tango'd"



2009

Ended up employing 1,000 people (and one Meerkat). Simple.



Chris Satterthwaite. Teacher for eight weeks. Ex-baked-bean counter. Runs Chime, one of Britain's top communications companies.

There's more than one route to success. (Because careers are pretty random things.)



TURNING WORK EXPERIENCE INTO WORK INSPIRATION

workinspiration.com

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Champions:



Our Partners:

Alliance Sector Skills Councils, Career Academies UK, CBI, CEA, Depart Employment and Learning, IoD, NI Chamber of Commerce, NIEAS, NIIRTA, NIM, Princes Trust, School Employer Connections and Young Enterprise



www.bitcni.org.uk

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Business in the Community is a unique movement in the UK and Ireland of over 750 member companies (more than 230 of which are in Northern Ireland), with a further 2,000 plus engaged through our programmes and campaigns. We operate through a local network of more than 100 business led partnerships and 60 global partners.

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