

Prudential Grass Roots wins Corporate Community Involvement Award

Released by Prudential Property Investment Managers on 28/09/2005

Prudential Grass Roots, the community investment partnership between Prudential Property Investment Managers (PruPIM) and conservation charity BTCV, won a prestigious Charity Times Award at a ceremony at the Grosvenor House Hotel, London, on 22 September, 2005.

The programme won the Corporate Community Involvement category that recognises the active involvement of a commercial company directly with a charitable project.

Since 2001, Prudential Grass Roots has supported communities, to improve their local environment. The programme is helping to drive regeneration for people and wildlife in communities around shopping centres and business parks invested in by Prudential and managed by PruPIM. So far, eleven projects have been carried out, in areas as diverse as Bradford, Stirling, Reading, Wolverhampton and Cwmbran. In addition to the lasting environmental benefits, Prudential Grass Roots projects also help to tackle social exclusion, encouraging healthy activity, personal development and life-long learning.

For example, the Grass Roots project at Phoenix Park in Wolverhampton has revitalised an area of wasteland near the Prudential-owned Mander shopping centre. Previously blighted by vandalism and anti-social behaviour, Phoenix Park is now a green space complete, with a nature trail - a much needed resource for local schools and the community.

Tom Flood CBE, Chief Executive of BTCV said: *"The Grass Roots programme has shown the important role business can play in helping to regenerate deprived communities. Prudential had a strong vision that BTCV shared and could deliver. I hope this award will encourage other companies to join forces with local communities to help create pleasanter places to live"*.

Paul Cornes, Director of Corporate Responsibility, at PruPIM, said: *"Prudential believes that corporate partnerships can play a key role in creating cleaner, greener and safer communities. This award acknowledges the efforts and enthusiasm of local communities to improve their environment"*.

ENDS.

For more information on Prudential Grass Roots, or PruPIM's Corporate Responsibility programme, please contact the Corporate Responsibility team: 020 7548 6729 or responsibility@prupim.com

Download pdf version