

# **BUSINESS**

**A FORCE FOR GOOD**

The Jobs Foundation is a registered charity (1202928) that champions the role of business as a force for good:

- **Creating jobs**
- **Providing training**
- **Funding public services**

We seek to ensure Britain is a place where businesses can flourish so they continue to be an effective tool for alleviating poverty and unemployment.

To help us achieve this, we are building a broad coalition of business leaders across the country who share our mission.

A successful society requires successful businesses.

If you are interested in learning more, please contact:

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Charity Number: 1202928 | Company Number: 13944207

## Business: A Force for Good

At this time of economic difficulty, employment is crucial. In January 2023, the Resolution Foundation released research showing that one in five people are not confident about their financial position in the next three months. Millions of people in the UK rely on their job to help them stay out of poverty, and to give them opportunities to learn skills and live the life they choose.

The biggest and most effective employment provider in the UK is the private sector. By creating jobs which bring people out of poverty, offering training to help people fulfil their potential, and funding public sector jobs by paying taxes, businesses offer an economic and social infrastructure for the country and help reduce poverty.

The Jobs Foundation is building a coalition of business leaders and entrepreneurs from across the country, all uniting behind the message that a successful society requires successful businesses. We want to help business leaders do even more to help their local communities, by sharing best practice about employing and training people from less privileged backgrounds, and demonstrating that business is a force for good.



**Georgiana Bristol**  
Chief Executive



**Matthew Elliott**  
President

Successful societies  
require successful  
businesses

“Wealth is  
not to feed  
our egos  
but to feed  
the hungry  
and to help  
people help  
themselves.”

## Businesses create jobs

3

Three in four UK jobs are in the private sector, with SMEs driving most growth.

2

1

One in four jobs are in the public sector and these are funded by taxes generated by private businesses.

## Jobs are the best route out of poverty

**United Nations:** “Unemployment and underemployment lies at the core of poverty. For the poor, labour is often the only asset they can use to improve their well-being. Hence the creation of productive employment opportunities is essential for achieving poverty reduction and sustainable economic and social development.”

**Office for National Statistics:** “Over the period 2007 to 2012, of people aged 18 to 59 who were not working and living in a household in poverty, 70% of those who moved into employment left poverty.”

**Joseph Rowntree Foundation:** “Paid employment reduces the risk of poverty compared to being unemployed.”

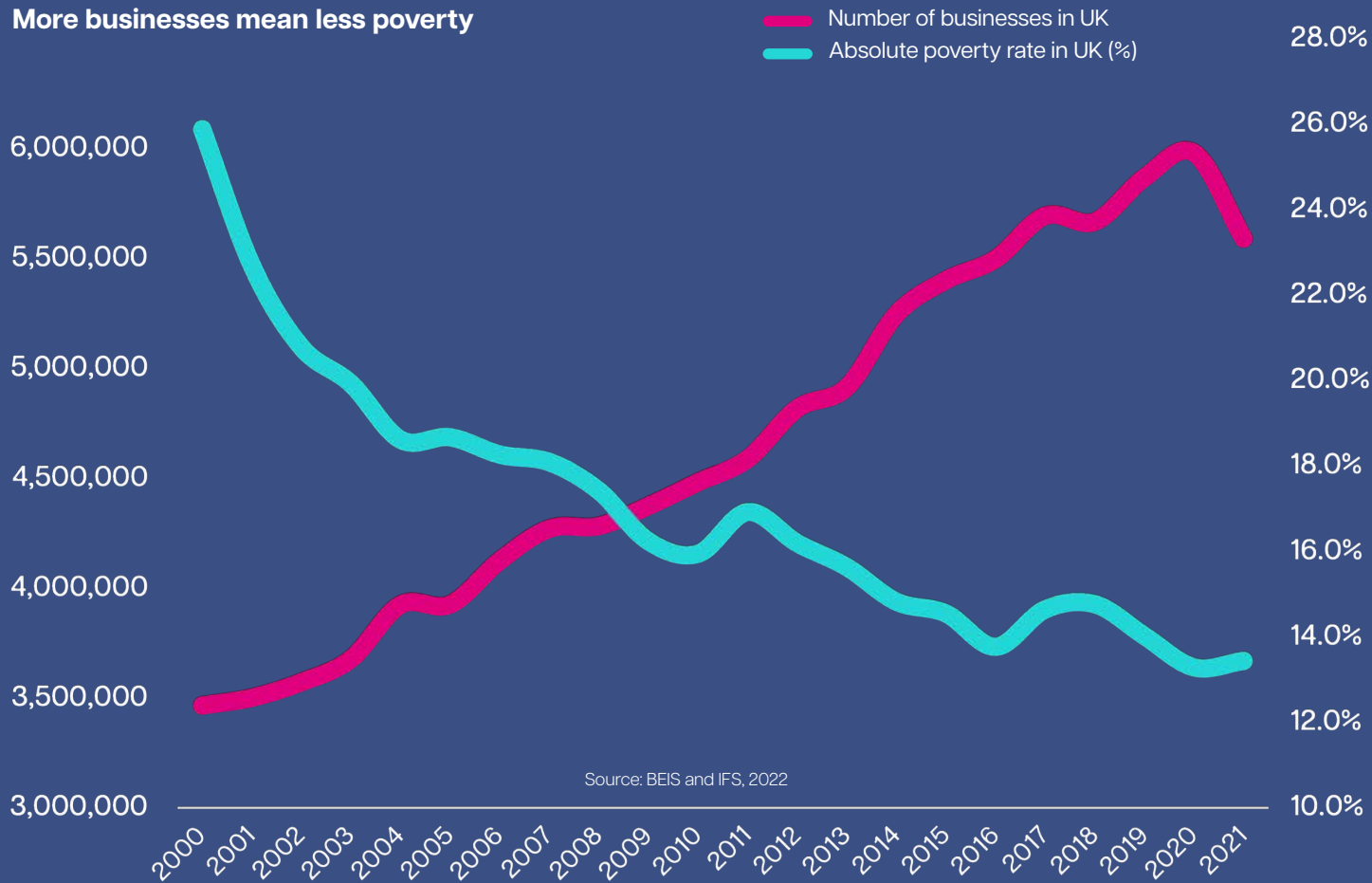
Securing a full-time salaried job reduces the risk of falling into poverty by

90%

Unemployment raises the risk of poverty by

8x

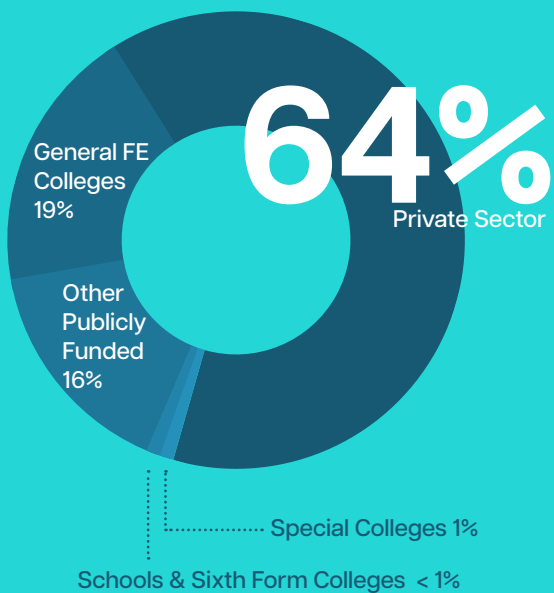
## More businesses mean less poverty



Source: BEIS and IFS, 2022

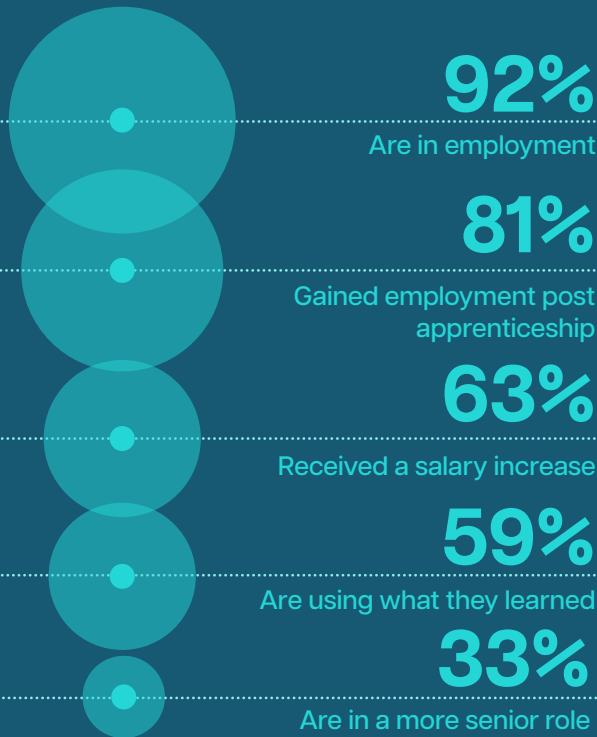
## Businesses provide training

Almost twice as many apprenticeships are offered by businesses in England than by colleges, schools and public bodies combined.



## Training helps social mobility

The Learning and Work Institute tracked outcomes for 2,427 apprentices in 2022, and they found:



## Businesses generate huge tax revenues

£185bn estimated income tax generated by private sector jobs

£81.5bn total tax contribution UK's top 100 companies

£67bn total corporation tax

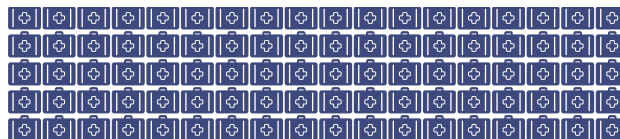
£5.4bn Tesco tax bill 2022/23

## Business taxes fund public services

The £5.4 billion Tesco paid in tax could have paid for:



**161,652 TEACHERS IN THE UK**



**149,044 NURSES ACROSS OUR NHS**



**108,000 MET POLICE CONSTABLES IN LONDON**



**156,522 SOCIAL WORKERS**



**9 NEW HOSPITALS OR 220 NEW SCHOOLS**





This is why we believe that **business is a force for good**



## Helping business, Help society

“Some people regard private enterprise as a predatory tiger to be shot. Others look on it as a cow they can milk. Not enough people see it as a healthy horse pulling a sturdy wagon.”

— Winston Churchill

Businesses provide prosperity, but there are still significant pockets of economic deprivation

Percentage of people who live on or below the poverty line

18



Northern Ireland



Scotland



East & South West



East Midlands & South East



North West



West Midlands



Wales, Yorkshire & the Humber



North East

26%



London

25%



Source: JRF, 2023

19

## The cost of living is spiralling

“Compared to 12 months ago, how do you feel financially?”

**65%**  
Worse off

**11%**  
Better off

**23%**  
Same as twelve months ago

Source: JF Polling, 2023

## People are worried about their finances

“Over the next 12 months”

**42%**

Think there is a chance they will lose their job

**13%**

Think they will need to take on more work to make ends meet

**-40%**

Think the economic conditions will be right to start a business

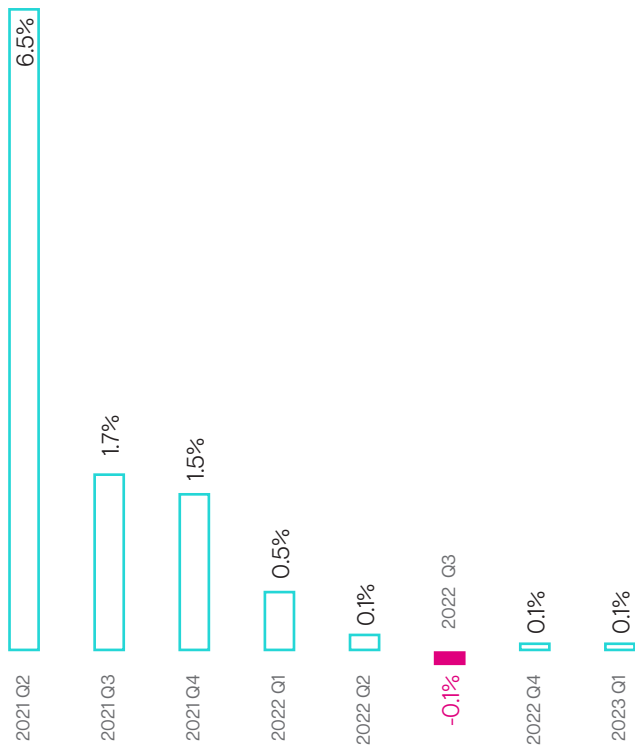
**-26%**

Think they will be presented with more economic opportunities

Source: JF Polling, 2023

## Growth is stalling

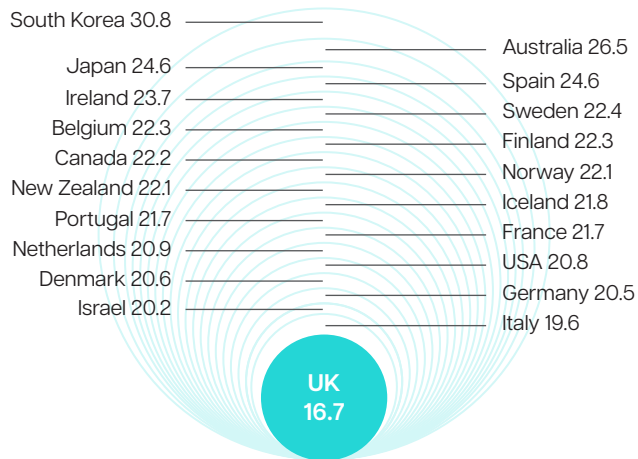
Quarter on quarter GDP growth



## Investment remains critically low

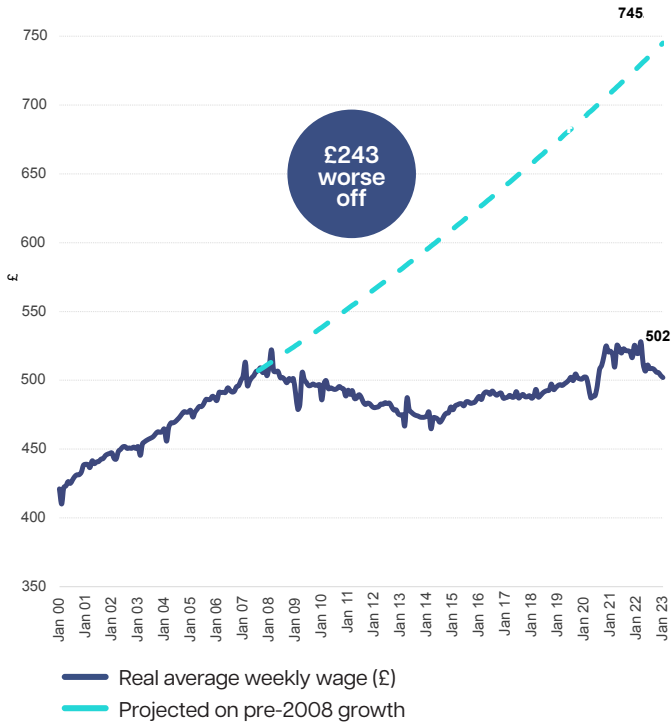
Businesses in Britain invested less as a proportion of GDP than most comparable countries.

Business Investment (% GDP), by country, 1997-2017



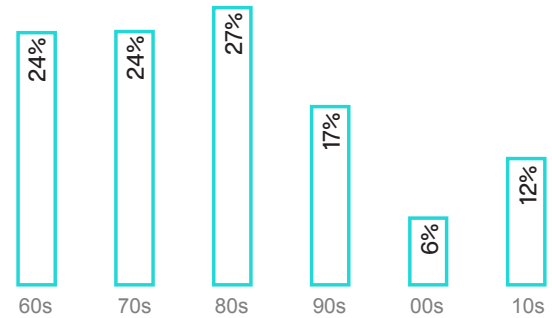
## Productivity is declining

From 2008-2020, the UK's productivity growth was half the OECD average. Today workers in Britain are £243 per week worse off compared to the pre-2008 trajectory.

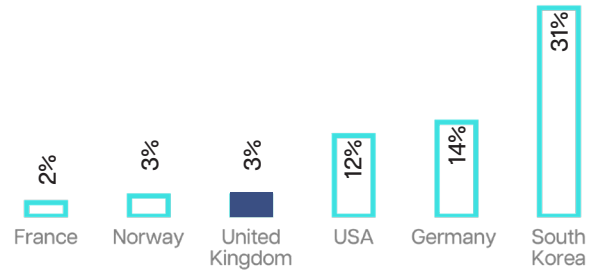


## Prosperity is slowing

UK GDP per capita growth by decade



GDP per capita growth 2009-2020



## There is widespread support for increasing business taxes

Do you think that corporation tax should stay the same or increase?

**52%**  
want higher taxation

**9%** don't know

**13%**  
want lower taxation

**24%**  
no change

## Higher taxes make it more difficult for businesses to drive economic growth

**Tax Foundation:** "Nearly every empirical study of taxes and economic growth published in a peer-reviewed academic journal finds that tax increases harm economic growth."

**OECD:** "Corporate taxes are the most harmful type of tax for economic growth... as they discourage the activities of firms that are most important for growth: investment in capital and productivity improvements."

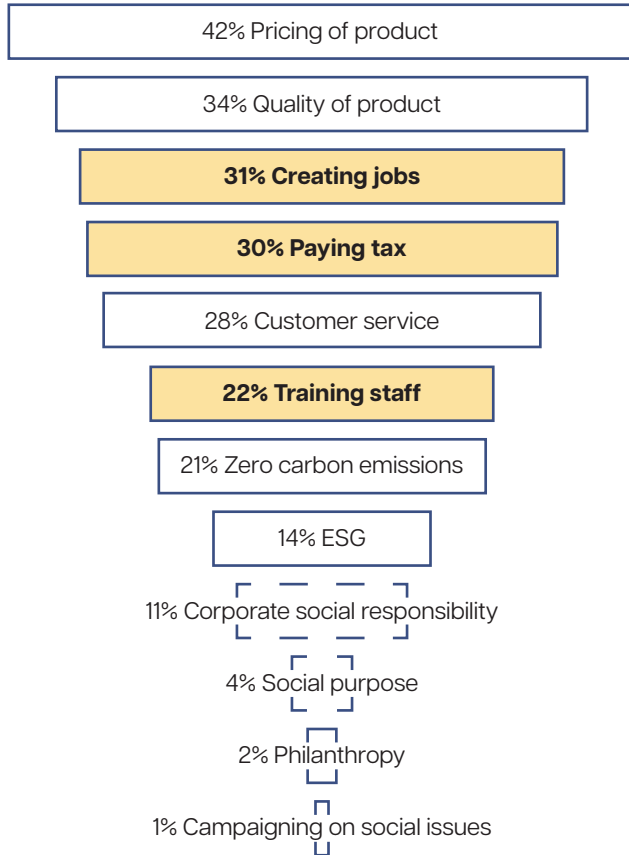
**McKinsey:** "What has remained true over the past quarter-century (and longer) is that business activity... continues to be the dominant contributor to the economy and its growth."

Businesses must  
show they are a force  
for good

“What is  
growth  
for if not  
to help  
ordinary  
people  
thrive?”



## Public's top priorities for businesses



Source: YouGov, 2023

## Public see business in a negative light

When asked, people selected from a list these words to describe businesses:



Source: JF Polling, 2023

## Businesses must demonstrate the value of the jobs they provide

Before launching the Jobs Foundation, we had lots of conversations with people about how they felt about business and work, including extensive market research.

**An employer says:** “It’s really hard setting up a business. For several years you are living hand to mouth. But then it starts to pick up. You begin to hire more people. Your customers become valued friends and partners. And then suddenly you look back with immense pride at the impact the business itself is having; providing jobs in the community, giving people the opportunity to train and move upwards, and paying our fair share to support public services.”

**An employee says:** “I have worked here now for three years, but the family set the business up way back in the 80s. Coming in to work in the morning, I really look forward to it. Everyone supports each other. And we feel like we are part of something. I am really happy and it’s great being able to work. Before here I was unemployed and struggled to find something decent. We struggled financially, but now we have got things back on track.”

## Businesses need to stop talking in terms people don’t understand

Some businesses talk about the ESG agenda. Do you know what that means?

**53%**  
Don’t know

**13%**  
Environment, Sustainability & Green Policies

**12%**  
Environment, Sustainability & Governance

**10%**  
Environmental, Social & Governance

## About the Jobs Foundation

The Jobs Foundation is a registered charity (1202928) that champions the role of business as a force for good. To help us achieve this, we are building a broad coalition of business leaders across the country who share our mission. This group will form our Business Council, which we will then develop into separate Regional Councils, connecting and inspiring local businesses as they work in their communities to help people most in need.

Our work is overseen by a strong Board of Trustees, and our plans are immeasurably improved through the guidance of our Advisory Council.

### Advisory Council

We've selected our Advisory Council to represent all parts of the country, a range of business sectors and a variety of perspectives from the business community, as follows:

Patsy Baker, Amelia Bainbridge, Alison Cork MBE, Lord (Peter) Cruddas, Michel de Carvalho, Judith Donovan CBE, Christine Emmett, Amy Folkes, Prudence Freeman, Charlie Gilkes, Lord (Richard) Harrington, Luke Johnson, Robert Kilgour, Michael Lorimer, Gary Lydiate, Alastair MacMillan, Lord (Jon) Mendelsohn, Christopher Nieper OBE, Jago Pearson, Mark Stoleson, Khalid Talukder, Fergus Wells, John Wood, Nicky Woodhouse.

### Trustees

Our Board brings together Trustees with a range of backgrounds and skills. Representing business are **Nigel Baxter** (MD, The RH Group Ltd) and **Simon Boyd** (MD, REIDsteel). To ensure our work is grounded in evidence we have **Susannah Calthorpe**, **Nathan Gamester** and **Victoria Hewson**. And to help us communicate our work in the media, government and the business community, we have **Dia Chakravarty** (Daily Telegraph journalist), **Claire Jolly** (Director of Government Affairs at a global investment management firm) and **Michael Webster** (Director, Telum Media).

### Leadership team



**Matthew Elliott** | President  
Matthew has worked on UK public policy for almost twenty five years, including overseeing two national referendum campaigns, founding four high profile pressure groups and convening two respected policy commissions.



**Georgiana Bristol** | Chief Executive  
Georgiana started her career at Open Europe, moving on to lead the development for a range of public policy campaigns. She has also worked with charities, including Venice in Peril, Project Trust and the Imperial War Museum.



**Patrick Spencer** | Director  
Patrick was a Senior Policy Adviser at the Department for Education. Before that he was Head of Work and Welfare Policy at the Centre for Social Justice, a think tank dedicated to improving the most disadvantaged communities across Britain.

## How you can help

### 1. Join our Business Council

The Jobs Foundation is building a coalition of business leaders and entrepreneurs across the country who believe that business plays a vital role in society by creating jobs, providing training and paying for our public services.

Please note our Business Council is a voluntary coalition - there is no fee to join. All we ask from our supporters is that they share our belief that business is a force for good and will work with us to advance our mission in their local communities.

To put your name forward for our Business Council, please visit our website: [thejobsfoundation.com](https://thejobsfoundation.com). Alternatively, please scan the below QR code to be taken straight to the registration form. A member of our team will then be in touch.



### 2. Help us achieve our mission

Once our coalition is built, we will be working closely with our Business Council members to implement our mission in very tangible, practical ways - helping them do even more in their local communities to alleviate poverty and unemployment through the provision of jobs and training. Many businesses do this already, but we have found from speaking to business leaders that many would like to do it more systematically, and learn from companies that do it especially well.

The Jobs Foundation does not believe in a one size fits all, top down approach to this issue. We will therefore spend 2023 and 2024 looking for companies that have excelled at helping people from disadvantaged backgrounds, so other companies can learn from this best practice. We will also study specific regional needs, so we can prioritise areas most in need and offer targeted support.

### 3. Fund our important work

The Jobs Foundation is an independent charity that runs on donations from individuals and businesses who support our mission. If you would like to learn more about contributing financially to our work, please contact our CEO, Georgiana Bristol, to organise a preliminary video call: [georgiana@thejobsfoundation.com](mailto:georgiana@thejobsfoundation.com).

“People are the magic ingredient of all organisations and we owe our success for over 60 years to our people. My family business provides many hundreds of jobs in this town and my education trust sponsors our local schools. It’s our responsibility as business leaders to secure good skills and long-term jobs for the benefit of the company, the community and the economy.”

- Christopher Nieper OBE, Chief Exec David Nieper fashion business