



Case Study – Ernst & Young

Birmingham accountants Ernst & Young are investing in a new, city based Corporate Social Responsibility programme.

The scheme, established in partnership with the Birmingham Foundation, will see each department adopting a different grass-roots project and providing both hands-on support and fundraising support throughout the year. The first fruits of the relationship were seen late last year when members of the firm's local dispute advisory team spent a day at Martineau Gardens, providing general maintenance support to the Metamorphosis project. Members of the team were deployed to erect shuttering around vegetable plots, paint windows and re-organise the store room and have since become involved in providing ongoing accountancy support for the project.

Commenting on the scheme, Ronnie Bowker, Birmingham managing partner, said: "We're excited to be embarking on this new CSR programme and see it as an excellent opportunity to give something back to the community we have made our home. We have always chosen an annual charity support but, with our recent move to new flagship offices at No1 Colmore Square, we felt that it was important to focus our efforts on a local charity and support smaller grass-roots projects where we can make a real difference."

The projects have been identified in conjunction with the Birmingham Foundation and focus on helping smaller organisations across the city, for whom time and resources are at a premium. Currently planned as a year-long initiative, both parties are hoping to roll out the programme on an ongoing basis.

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