

Meeting	Parks & Open Spaces Committee
Date	2 nd September 2025
Report Title	Corporate Away Day Support – BMW Swindon
Agenda Reference	16
Author	Councilor Leigh Jackson

Background

BMW Group Plant Swindon presented an opportunity to allow a number of employed associates into the local community to support activities etc. This is part of the Plant's CSR (Corporate Social Responsibility) Pledge to support the local community.

Summary

The first BMW Corporate away day was arranged for 27th May 2025. This was x1 BMW employee was allocated for x3 working days to HWPC. The volunteer (named Andy Lovell) was integrated with tasks allocated by the POST Team. These tasks included the following –

- Comprehensive graffiti removal across multiple parish locations
- Post-maintenance clean-up operations
- General environmental improvements and tidying initiatives
- Bringing community spirit and positivity to every project



Feedback

Positive feedback was received by HWPC & BMW Swindon were greatly appreciated of the feedback & an email was sent through the management structure to show the positive impact to the local community we have given. Copy of the mail sent by BMW Swindon Plant Director – Roger Newman.



Email –

I thought you might like to see the results of the most recent Plant Swindon CSR activity that has created positive impact and feedback.

One of our classic press associates, Andy Lovell, volunteered to work with the local neighbourhood parish council to improve the neighbourhood over 3 days in the stand down period. This placement was facilitated by Swindon CSR working group member Leigh Jackson, who also joined in with the effort during the week.

The placement generated positive feedback from the council (posted on facebook / website) as you will see in the attachment and the website link.

<https://haydonwick.gov.uk/celebrating-outstanding-bmw-volunteer-commitment/>

This is one of many activities we are pushing to support the local community that have no impact on financial performance.

Next Opportunity

As the previous corporate away day was a success & beneficial between BMW / HWPC. BMW Plant Swindon highlighted a potential opportunity during 26th – 28th August. This is where BMW could allocate x2 volunteers to support HWPC.

The volunteers identified (named Steven Boucher & Timoteo Nunes) was integrated with the POST Team & allocated various tasks. These tasks included the following –

- Comprehensive graffiti removal across multiple parish locations
- Painting of Pedestrian Underpasses across multiple locations
- Supporting the POST in Planting the new trees at the GMF
- Assisting with the painting of the parish office Large Meeting Room
- Bringing community spirit and positivity to every project & speaking with the local community

Images



Feedback



There was positive feedback from the x2 volunteers that supported with the activities listed above. There was a consistent message from both corporate away day experiences. This was the importance of engaging with the local community & also understanding the important role the parish council has within the community. Feedback on a personal side from the volunteers on a side of a mental health point of view. This has helped them by experiencing new environments & also meeting & working alongside with new people. This also included speaking to local residents.

Summery

On the completion of the x2 corporate away day experiences with BMW Plant Swindon. This positive feedback demonstrates the importance of working alongside our local community. The positive message this gives & hopefully improving the environment for the residents of the local area. BMW identifies that there are a high number of its associates that live with the Parish of Haydon Wick & keen to continue to work with HWPC for future projects.

A massive Thank you must be issued to HWPC POST team & officers who have supported & facilitated both experiences to ensure they were a successful & beneficial to the residents of the Parish of Haydon Wick.