

## Greenwich business and Chamber member Greenwich Communication Centre joins the socially conscious revolution

Interest in more ethical ways to run businesses has started a revolution, as socially aware entrepreneurs show that mainstream business can have a social conscience and still be successful. In fact, with the rise of the big society, social entrepreneurship is buzzing!

Vanguard of the revolution in East Greenwich is the newly incorporated Greenwich Communication Centre which has become a community interest company.

Lorraine Turton, founder and director of the Greenwich Communication Group says: "as a socially aware entrepreneur I have always had a leaning to give back to the local community. During these tough economic times, long-term unemployment is at a high and many local families are negatively affected. Jobs are few and young people especially, need openings into the workplace, enabling them to identify where their aptitudes lie and to become work inspired.

At Greenwich Communication Centre in Trafalgar Road, we have a diverse ICT services offer for retail customers and in turn can provide a great mix of opportunities for both students and the long-term unemployed.

"Our objective is to trade commercially but in doing so, create interesting work experiences which enable our employees to learn new skills and in the process ignite a sense of work inspiration for the individuals who join us. This may be simply achieved through learning a set of tasks, in which they find enjoyment or they may discover an aptitude for customer service, marketing or project management. Decent work experience opportunities are a valuable step to building confidence and getting onto the career ladder in these competitive times. Who knows, they may even gain the confidence to start a business or set up their own social enterprise!"

Greenwich Communication Centre C.I.C has an

aspirational sense of purpose which goes beyond business success - not just servicing needs, but driving positive change in the community. Their culture encourages diversity and innovation and allows individuals who work there to feel that they are personally making a difference while utilising their distinct talents.

As a community interest company, their vision is to become the ethical brand for retail ICT services in south east London. By generating profits within a strict moral framework they deliver valued services with effective ways to support the local community's employment needs.

### For more information

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