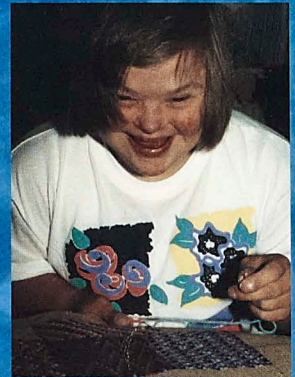




BARCLAYS *in the* COMMUNITY



the

ARTS

Serving metropolitan and provincial audiences. Encompassing performing and visual media. Simultaneously traditional and experimental in character. The Bank's art sponsorship portfolio is deliberately widely drawn.

Britain's largest sponsorship to independent theatre (right and above), Barclays New Stages has helped to create and tour 39 new works nationwide since its launch in 1989.

"This sponsorship shows Barclays as an adventurous company willing to encourage small artistic enterprises to put on challenging, often controversial, work and has attracted new audiences to experimental theatre"

- Daily Telegraph /ABSA Award citation.



Encouraging artistic expression in young people is a key element of the Bank's programme. The Barclays Music Theatre Awards are a case in point. Launched in 1987 and designed to encourage the performance of multi art form productions in schools the Awards have proved to be an enduring success. More than 200 entries are received annually and twelve finalists selected to perform at London's Queen Elizabeth Hall (above).

Continuing support is offered to other successful companies and organisations too. The widely acclaimed London City Ballet, for example, received funds for several tours and the Young National Trust Theatre (YNTT) has been sponsored by the Bank since 1989. In a typical year the YNTT reaches over 7,000 schoolchildren, bringing often complex historical events to life.



Landmark events such as the Constable Exhibition at London's Tate Gallery have also attracted major Bank sponsorship.



Resuscitation could keep alive some of the 600 plus daily victims of a heart attack, but it must be administered within three minutes. In situations such as these, Barclays 'Breath of Life' sponsorship could literally prove to be a life saver. Run by the St John Ambulance and launched by TV doctor Hilary Jones (left), the 'Breath of Life' campaign offers free basic first aid training in several vital life preservation techniques. Research supported by the Bank revealed almost 3 in 5 people were unaware of even simple procedures for assisting accident or illness victims.

the COMMUNITY

Benefitting the young and old alike. Helping both the able bodied and the physically or mentally challenged. In rural and urban communities stretching the length and breadth of the United Kingdom (and sometimes beyond), our community partnership and support programme stimulates action at local level.



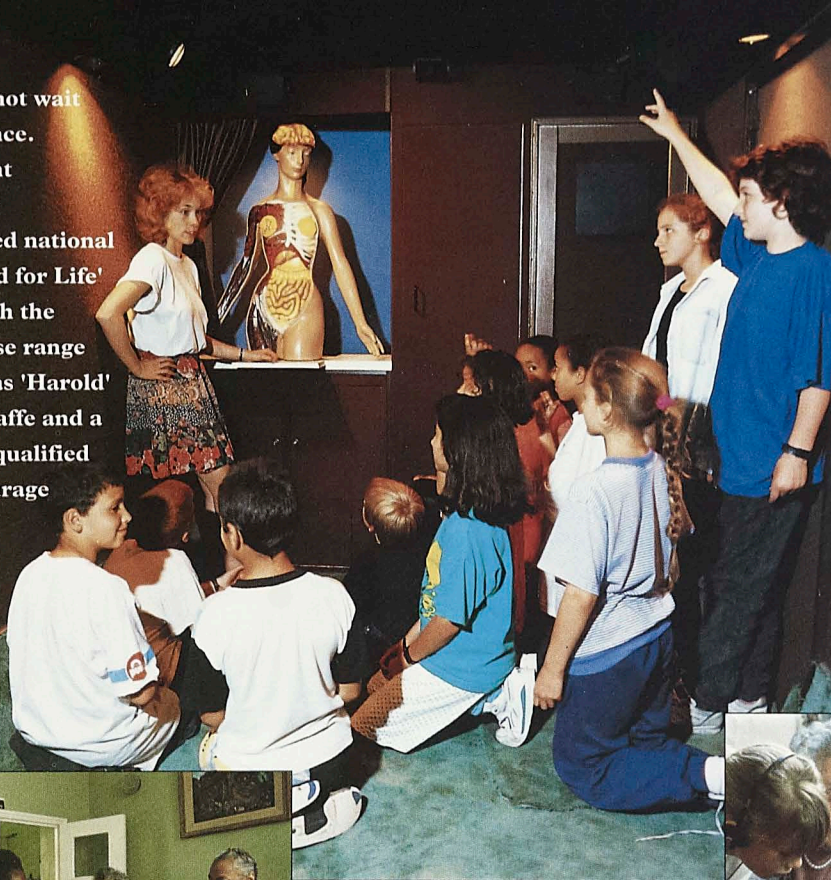
Formed in 1982 to "enable people with disabilities to achieve their potential in work opportunities", Shaw Trust now provides training and employment support for almost 3,000 people. The Trust received the largest donation in its history from the Bank, and several former Trust trainees are now permanent Barclays employees.

Low achievement at school or special educational need are no barriers to success at Barnardo's Dr. B's Kitchen. Based in Harrogate, this unusual venture offers a stimulating 24 month youth training programme, including off-site work experience, to young people aged 16-21 from North Yorkshire and inner-city Leeds. Trainees learn social and work skills in a real restaurant and coffee shop open to the public.

The Bank is a significant supporter of Barnardo's.



Effective drug education cannot wait until adolescence. That's the blunt message of the Bank-sponsored national 'Inspire a Child for Life' campaign. With the help of a diverse range of props such as 'Harold' the singing giraffe and a talking brain, qualified teachers encourage children aged between 3 and 15 to be aware of their bodies and develop respect for its functions.



Stimulating local action and rewarding good practice are the twin aims of the several Award schemes run in partnership with national charities. They include 'Youth Action' with Youth Clubs UK; 'Age Resource' with Age Concern England (see below);



Volunteers play a vital role in the Abbeyfield Society. Increasing their number, and encouraging Abbeyfield residents to forge community links, are the twin aims of the Bank-sponsored 'Volunteers Campaign'.

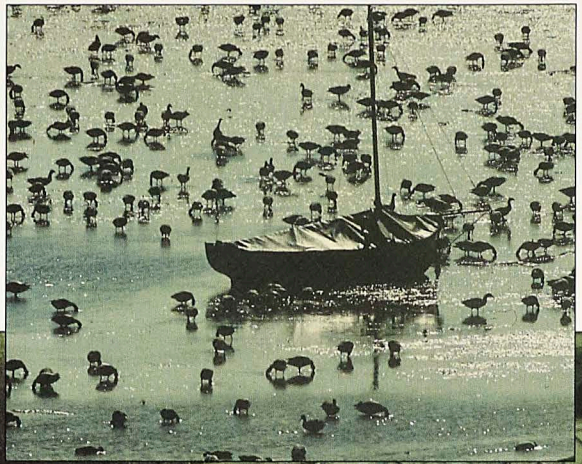


and 'Community Action' with the Community Development Foundation. Groups receive a cash grant to develop specific projects for their community.



Voluntary Service Overseas (VSO) has a long and effective track record in providing practical and technical skills for projects in the developing world. Despite having more than 1700 volunteers in over 50 countries, recruitment is a continuing priority. Extensively refurbished as a mobile exhibition centre (left) the VSO Roadshow is the latest sponsorship in a relationship that already spans over three decades.

Eleven of the most significant wildlife reserves managed by the RSPB in England and Wales have received essential equipment through the Barclays Reserves Support Fund. The Fund is one of several recent RSPB programmes supported by the Bank.



Barclays UrbanLife Campaign focuses on problems identified in the urban environment. Run by the British Trust for Conservation Volunteers, it provides project grants to local groups with a strong track record in environmental improvement. More than two dozen have already directly benefited from this sponsorship.



THE *environment*

Woodland or wetlands. Sanctuary or public open space. Embracing both urban and rural settings. Our policy is to channel resources down to grass roots level where they can make a real impact.

Black gold. That's how highly poachers value the horn of the rhino. To meet this and other threats to wildlife, several conservation groups in Africa have received substantial assistance from Bank operations on the spot.



From pancakes in Soho
through 'It's A Knockout' in
Coventry to carnival day
at Cleethorpes.

STAFF

involvement

**If fundraising is taking place in
a local community there's a fair
chance Barclays Bank staff will
be involved somewhere too.**



The Bank is proud of these and literally hundreds of similar volunteer efforts undertaken by staff every year. We back them up with hard cash through the 'Matching Grants' scheme that doubles amounts raised in many cases.

Equally, we believe staff must be free to choose how, and whether, they become involved. What we can do is show our appreciation.

“ *One of the most rewarding yet most effective ways to help someone is to enable them to achieve their own objectives.* ”

There are many local communities throughout the country who are demonstrating a determination and drive to harness their own potential and make change happen. Often, however, such ambition is hampered by a frustrating lack of resources.

Barclays Bank has long been committed to providing some of those badly needed resources. With its original roots in the local community, it is not surprising that over the past three centuries, Barclays has shown an active concern for the communities in which it operates. ”

For further information please contact:



BARCLAYS

BARCLAYS BANK PLC

Community Enterprise Department

P.O. Box No. 259, Fleetway House, 25 Farringdon Street, London EC4A 4LT

Telephone: 071-489 1995 Fax: 071-489-1334

