



Activities on a Regional Scale

Alongside its commitment to local community activities and national initiatives such as the UK Rainwater Harvesting Association and the UK Sustainable Development Association, Gusto Group is a very strong supporter of regional activities such as *East Midlands Business Champions*, and the *Prince's Mayday Network*. Financial and management support has also been provided for *Lincoln City Football Club*

A member of

Business in the

Community

... *The Mayday Network* ...

Likewise, Gusto Group is an energetic supporter of the *Mayday Network* which is a collaboration of businesses taking action on climate change and resource depletion. In a non competitive environment,

Mayday businesses work together and with partners to seek out and promote the best solutions to the major environmental challenges we face.

... *Business in the Community* ...

The *Business Champions* programme is a network of independent business volunteers, committed to sharing their knowledge and inspiring others across the East Midlands region.



When taken to scale these new innovations contribute to creating the pathway to better ways of working and to a sustainable future in which businesses can prosper alongside a healthy environment and society.

The programme recruits high calibre proactive business figures, with a minimum of 5 years management experience, to act as mentors to support a whole range of projects and initiatives where a commercial perspective is needed.

... *supporting the "Imps"* ...

Gusto Group Chairman Steff Wright has also served on the Board of Lincoln City Football Club for 10-years, for five of which he was also held the time-consuming and onerous role of Chairman.



Gusto Group Directors are long-standing participants in this programme, in which capacity they have provided mentoring support to a number of enterprises in the region

During his tenure the Club achieved the unique distinction of making the Divisional play-offs in four successive seasons – albeit, and sadly, just failing on each occasion to achieve promotion.