

local strategic partnerships & neighbourhood renewal

why business should get involved



*Business in the Community and the British Chambers of Commerce are working together to mobilise business involvement in Local Strategic Partnerships. Through the **Partnership Academy** based at Business in the Community, information, guidance and best practice is available to all business people and those trying to broker business involvement in area partnerships and regeneration.*

businesses and local strategic partnerships

What would you like to change in your local area?

- **What problems affect your business and your business community?**
 - ◆ Do you find it difficult recruiting and retaining staff with the right skills?
 - ◆ Do crime or health issues cost your business money?
 - ◆ Are you confused by the plethora of government initiatives?
- **What opportunities are there to create something new and better?**
 - ◆ What critical improvements in public services are needed?
 - ◆ How can the private sector best contribute?
- **Can you help make a difference?**

what are local strategic partnerships?

Local Strategic Partnerships (LSPs) are the Government's new way of delivering its National Strategy for Neighbourhood Renewal, a ten year programme to tackle deprivation. LSPs pull together - for the first time - leaders in the public, private and voluntary sectors, along with the local community, to work on an **ambitious agenda to improve local quality of life and ensure that public services work better.**

The toughest problems - in education and skills, crime, health, the environment and local infrastructure - can seldom be solved by individual agencies. Many need long-term solutions which require real involvement of local communities and businesses.

LSPs will develop and pursue a **community strategy** for their area. They will ensure that the most important things get done and that priorities keep in tune with changing needs. They will **influence the budgets** of local government and other public sector agencies, such as the police, health service and Learning and Skills Councils.

LSPs have the task of helping to **turn round the most deprived neighbourhoods** in the country. Additional money from central Government - including the £900m Neighbourhood Renewal Fund - is available in targeted areas for local neighbourhood renewal strategies decided by the LSP. These will help secure more jobs, less crime, better education, improved health and a better local environment.

In Coventry, three major local employers, Jaguar, Peugeot and the Coventry Evening Telegraph, are represented on the city's LSP, with a fourth to be identified. Each business is championing regeneration in a different area of Coventry - a model based on Jaguar's successful involvement in the regeneration of Foleshill, which has led to 20 businesses giving practical support valued at over £250,000.



"We need to help LSPs succeed. We can work with public agencies to build prosperity and ensure a lower cost base for business: lower insurance premiums, less staff turnover, a bigger pool of potential recruits with the right skills, and improved accessibility."

David Lennan, Director General,
British Chambers of Commerce



LSPs matter to business because...

- LSPs will drive improvements in local services and infrastructure
- LSPs will guide the priorities of public bodies
- Business needs quality public services to underpin competitiveness

what's in it for business?

Business and individual business people will gain through:

- influencing public investments in skills and infrastructure
- building good relations and public recognition
- developing skills, knowledge and contacts in working with partners, local communities and other businesses
- bottom-line benefits: more buoyant markets, business opportunities and lower costs

what should I do next?

In each LSP area, there will be a range of opportunities where you can benefit your business *and* the community.

ensure business has a strong voice

- Take an active interest in LSP affairs and support business representatives.
- Give your views on LSP plans and ways of improving public services. Make sure business needs and priorities are well argued.
- Encourage other businesses to get involved.

offer skills and expertise

- Bring your skills and a business perspective to time-limited LSP task groups set up to tackle priorities, big opportunities and thorny problems.

promote projects

- Stimulate ideas for projects that will help LSPs deliver their strategy. For example, closed circuit TV and environmental improvements to reduce crime and attract customers and new staff. Or recruitment and training initiatives for local people to increase employment rates.
- Encourage your staff to volunteer locally, through mentoring projects, helping with reading in the local school or being a trustee or board member of local community groups.
- Help to build enterprise, for example through twinning programmes run by Business Links, where large company managers support the development of small and medium sized firms and social enterprises.

The Business Community Partnership in South Yorkshire acts as a broker for business participation in local community regeneration, by offering a range of programmes that meet company objectives and resources. Working with over 100 firms, the Partnership has assisted 150 community groups, though employee development programmes and mentoring schemes. As David Grey, Managing Director of OSL Group, said: "For South Yorkshire to attract industry and build its economic base, we need stable communities. My business can help by breaking down the barriers of social exclusion and building relationships with local people through community involvement."

Businesses large and small are active in the work of the Croydon Partnership. These include Nestlé (UK) plc and Crystal Palace Football Club, with smaller companies engaged through Croydon Chamber of Commerce. According to Chris Hughes, Chamber Chief Executive, "Not only do we play a leading role in the Partnership, but we encourage our members to get involved in working groups. These include business development, transport infrastructure, attracting investment and social exclusion".

A range of large and small employers, including Sainsbury's, Jaguar and Betterware, have worked in partnership with the local authority, community and Government-funded Housing Action Trust to regenerate the Castle Vale estate in Birmingham. Ten years ago, the area suffered from 25% unemployment, poor housing and a run-down shopping centre with over a third of shops vacant.

Since then, over 1200 jobs and 2000 training places have been created for local people, the shopping centre has been redeveloped and CCTV has been installed. Local employers have partnered schools and encouraged volunteering and community initiatives. The combination of a better skilled workforce, more money in circulation and more welcoming environment has helped the community and boosted business opportunities. Sir Peter Davis, Group Chief Executive of J Sainsbury plc said: 'It is inspiring to see the impact this work has had both on the local area and on our recruitment practices. We have both benefited enormously'.



"One of the challenges for business is how we harness our collective strength to maximise our social impact in the communities in which we live and operate. LSPs can help us do this."

John Spence, Director of Distribution,
Lloyds TSB and Chairman, Regeneration
Leadership Team, Business in the
Community



Citigroup is one of the largest private sector employers in Lewisham and is championing business involvement in the LSP. According to Bob Annibale, Senior Treasury Risk Manager, and board member of the LSP, "It really matters to us that the community is healthy. It creates both a better pool of employment for us to draw on and an improved client base".

Business matters to LSPs because...

- Business drives economic growth which fuels regeneration
- Business people can make things happen - as investors, employers, purchasers and partners
- Business can offer ideas, skills and perspectives which contribute to new and creative solutions

where should I go for information?

Get in touch with your local contact below to obtain further information, explore how you can get involved or reach your local business representatives.

Alternatively, contact the **national** Partnership Academy, run by *Business in the Community* and *The British Chambers of Commerce*.

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COMMUNITY

Business in the Community is a unique movement of companies across the UK committed to continually improving their positive impact on society, with a core membership of 700 companies, including 75% of the FTSE 100.

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