

# Business and the Inner Cities



How the business community can work with others to promote better opportunities in our inner cities



Business in the Community

PRODUCED WITH THE SUPPORT OF 

# Britain's inner cities

## What is the problem?

Many of the inner areas of our cities and some outer urban estates have become an acute and expensive problem. Trapped in a downward spiral of economic decline and physical decay they cannot escape strife and deterioration without the combined efforts of central and local government, business and local community.

The reasons for decline are complex and varied, as are the symptoms of inner city decay and urban stress. Whilst many inner city areas suffer acute social problems, they can equally demonstrate vitality, innovation and enterprise in turning problems to opportunities — not least amongst community groups and local employment initiatives.

### Symptoms of a downward spiral

For more than three decades the problems have accelerated with the now familiar symptoms, some of which are common to most inner city and urban stress areas.

- substantial loss of jobs and persistent high levels of long-term unemployment.
- loss of population, with an increasing proportion of people affected by acute social problems and relatively more dependent.
- crumbling infrastructure, poor housing and physical environment.
- barriers to opportunity for local people due to poor educational achievement, inappropriate skills and persistent racial discrimination.
- high levels of crime and random disorder.

Many areas throughout the country other than inner cities also suffer from poor environment, social problems and unemployment. But the inner city and urban stress areas have unique features which justify special attention:

- First**, they have a *high concentration of problems* which, together with the scale of deterioration, are mutually reinforcing and thus leading to an accelerating downward spiral.
- Secondly**, the *impact of economic change* and disinvestment has been rapid and often devastating, reducing the capacity of the area for self-regeneration and increasing dependency on public subsidy.
- Thirdly**, *revival requires special measures* because the areas are unlikely to benefit otherwise from the 'trickle-down' of growth in the national economy and risk further decline and disinvestment from increasing mobility of labour and capital.

Attitudes within industry tilted against the inner city for many varied reasons including environment, congestion, perceived restrictions on development, incentives for relocation and changing skill requirements.

Rapid restructuring in pursuit of improved industrial performance over the past decade, together with decline of traditional heavy industrial output, resulted in closures and an exodus from the inner cities unchecked by new growth or public policy.

"I don't believe there to be any mystery at all to the causes of violent disturbance in cities, although I believe there to be a lot of problems about how you deal with it. You have a well defined group who labour, rightly or wrongly, under a powerful sense of injustice and they believe, rightly or wrongly, that nothing is happening to relieve that — then there is just a trigger mechanism to set it off. The perception within these communities is very strongly that the systems are geared against them."

Peter Newsam, Chairman, Commission for Racial Equality

### Past measures — why so little effect?

Whilst there have been a range of special measures and programmes for more than a decade to address inner city problems, including the Government Inner Cities Programme, only a marginal impact has been made on the scale of the problem to date.

Reasons advanced from different quarters point to lack of growth in the economy at large, lack of attention to improvements in mainstream public services and inadequate public or private investment in housing and physical infrastructure. There has sometimes been undue reliance on self-help and small scale initiatives. Many of the enterprise initiatives have been weak due to minimal involvement of business or local communities. But there have also been some considerable successes on a small scale which point to the potential of community initiatives as part of the spectrum of action required.

There is an absence of consensus about how inner city problems should be tackled — and particularly what balance should be achieved between private and public action, with whom responsibility lies and how much public regulation and funding should be present. This in itself can create conflict and hinder a single minded approach to regeneration.

"The inner city problem will only be resolved if those who feel they have no part in the system can be made to feel they have some stake."

Stephen O'Brien, Chief Executive, BIC

### What are the priorities?

Whilst there is no common agreement on the right approach, there are some general priorities which *do* command wider support.

- Inner city action must be multi-faceted, including initiatives to improve employment, housing, environment, amenities and social conditions as well as overall image and 'livability'.
- At the heart of action must be an effort to create more self-sustaining economic activity to increase self-regeneration capacity, even if initially on a small scale.
- The private sector must be encouraged to make a greater commitment through investment, employment and community support towards the inner cities.
- Greater effort is required to secure local community involvement in economic regeneration activity and support for community entrepreneurs.
- Special action is required by both private and public sectors to redress racial discrimination through opportunities for education, training, employment, housing and enterprise.
- Collaboration is essential between local government, further education bodies, public agencies, business and local community partnerships to support and initiate local regeneration activities.

"The riots have a distressing effect on the lives of so many people involved and also it causes uncertainty on the part of all of us as to the way in which our Society is moving — it is not only bad for the political health but the economic health and business has an important role in exploring what can and should be done."

Brian Corby, Chief Executive, Prudential Assurance

The regeneration of our inner cities requires a massive effort in which the public sector, business and local community each have a part. This paper looks at the role that the *business community* can and does play. If many more companies followed their lead, transformation is more possible.

## Why be involved?

The degree to which private sector companies perceive the importance of being involved in action to improve the inner cities will and does vary with their location, type of industry, relationship to the marketplace and history of past involvement. Those with a high street presence and high public profile may have different motivations than others. Similarly, the proximity of a major location or a closure to a particular place will also have an influence.

Companies already participate in the community as tax and rate payers, employers, operators of stores, factories and offices. But there are several reasons which companies advance for making additional contributions to the community which contribute directly or indirectly to their longer term business performance:

- Strife and decay in the inner cities and associated threats to property and public safety carries a high political risk — neglect will eventually impose a high cost on the whole business community.
- Thriving areas where people wish to live, work and invest, where the environment and amenities can be enjoyed, and where streets and property are safe, are good for business as well as the whole community.

■ Major urban areas are important markets for many companies, and instability and poor local economies are bad for the business climate.

■ Some companies will have historical investments in inner city areas whose value it is important to protect and enhance and will want future opportunities for investment.

■ Tackling inner city problems can stimulate business opportunities in areas such as financial services, insurance, construction, transport and retail and create many secondary jobs.

■ If a company has an inner city location, local hiring, training and purchasing can bring a number of benefits without additional cost.

■ Involvement in activity to support the community such as school links, job creation, conservation and community projects can develop the skills of employees, contribute to good community relations and often provide opportunities to ease transition to retirement.

■ Far from their contribution being marginal, mechanisms exist through which company involvement can have a significant effect.

Smaller companies also have incentives to be involved, although the commitment of resources, range of activity and approach will be different from larger concerns. Small companies share the need for goodwill and common purpose with employees, and are often closer to the community.

## How can business help?

The primary contribution of companies to assist the inner cities is by remaining competitive, staying in business and growing. In this way a major contribution is made to the creation of wealth and the local economy through wages, rates, taxes and indirect employment in addition to the production and sale of goods and services.

A range of economic and social functions of companies can have a significant impact on inner city problems either by benefitting or harming the local community and economy. There may often be conflicts between business efficiency and commitment to inner cities. However, there are many positive examples of how companies can take action to assist inner city and areas of urban stress, which also make a positive contribution to business performance.

The examples are neither an exhaustive list, a complete picture of each company's involvement, nor the full list of companies involved in any single project. They are merely a selection covering 100 companies to illustrate the different parts they can play in contributing to the inner city.

### **ACTION** through location and investment

Decisions can be taken by companies and financial institutions to locate or retain facilities and buildings or invest in capital projects or enterprises which are both sound investments and help the inner city. This is the most significant form of contribution to inner city stability and regeneration, as it can create direct and indirect employment, enhance local rate income and contribute to investment confidence and image as well as upgrading the physical fabric.

Some financial institutions have initiatives to make their services more accessible to inner city residents and people with disadvantages in obtaining small scale venture capital. Sometimes ordinary loans are combined with 'soft loans'.

Housing bodies, associations and housing co-ops also have a crucial role to play in inner city regeneration. They can combine community involvement and job creation with the essential provision of decent and varied forms of housing and can be a channel for substantial private and public investment.

*IMI retained its inner city location after it was inappropriate to its needs and entered a partnership with DOE and the City of Birmingham in an Urban Development Grant project to develop surplus area for new industrial units ● Tesco opened a new store in Brixton that created employment and stimulated local economic development ●*

*Legal & General set up a special fund making small loans to young entrepreneurs linked to business advice ● Investors in Industry provided a substantial revolving loan fund for the Youth Enterprise Scheme to assist and meet the start-up needs of young people in business ● Wellcome Foundation provided guarantees to help a community based Garden Centre create jobs in Camden ● Pilkington's played a lead in setting up Rainsford Venture Capital to assist new small enterprises in St Helens ●*

*Lloyds Bank joined with the City of Birmingham and Aston University in a partnership to develop new technology enterprises and invested in the new Aston Industrial Science Park ● Prudential Assurance invested over £5 Millions in London's first South Bank Technopark in Southwark to help entrepreneurs in an inner city location through development of high technology business ideas ●*

*BAT Industries set up a subsidiary company to develop small managed workshops in Toxteth and Brixton and manage enterprise agencies ● several companies including BP, Legal & General, Shell UK, National Westminster Bank and Rank Xerox have invested in small workshop conversions ● Prudential Assurance participated in the refurbishment and development of the Glasgow Fishmarket into small workshops and shops to promote employment and training ●*

*Bristol & West Building Society have established a housing association to meet special housing needs in inner Bristol and elsewhere ● Citibank, BP, Marks and Spencer and Legal & General supported LEntA Properties with the participation of Abbey National and a trust to develop inner city housing units in Brixton ● Barclays Bank and Abbey National took a lead with DOE and Knowsley Borough Council to purchase and revitalise Cantril Farm housing estate on Merseyside through the establishment of Stockbridge Village Trust ● Halifax Building Society has worked with local authorities, builders and housing associations to conduct inner city refurbishment projects and housing for special needs ●*

*Royal Life Insurance invested in a mixed commercial development of offices and shopping, Cavern Walks in central Liverpool, which has acted as a catalyst for further development and was commended by the Civic Trust as an example of how inner city decay should be tackled ● Rank Xerox Pension Fund established a £½ Million risk capital investment fund for new small business start-ups for businesses with problems getting access to finance ● Barclays Bank joined with others in providing capital for Inner City Enterprises to finance inner city development projects ●*

*The North Eastern Co-op provided finance through its*

'social dividend' to assist youth enterprises associated with Project North East ● National Westminster Bank appointed Business Development Officers in Liverpool, Leeds, Manchester and Birmingham to bridge the gap between the Bank and inner city ethnic minority communities and provide enterprise advice.

### **ACTION through employment and training**

Considerable impact can be made through the recruitment, training and other employment policies of employers. Companies can make a deliberate effort to recruit from inner city communities and ensure that their recruitment practice does not discriminate against local people due to unnecessary qualification barriers, unconscious racial discrimination, inappropriate systems for notifying vacancies or bias against people from unfavourable addresses.

Companies can make a deliberate effort to offer training and work experience to inner city youngsters, and provide training to ensure equal promotion prospects and access to management positions by black employees with talent and potential.

Employers can also review employment policies and adopt and publish a comprehensive equal opportunities policy.

Some employers use surplus training capacity, premises and facilities or make training staff available to provide training for people facing disadvantages in the employment market.

*The Littlewood Organisation employs a black equal opportunities manager to encourage job applications from black communities locally and nationally ● BP, Post Office, W H Smith and Dixons are amongst many companies who have adopted equal opportunity employment policies and monitor their implementation ●*

*IBM United Kingdom have used their training facilities to pilot a course for voluntary organisation managers ● Bank of England provide trainers to assist Project Fullemploy run typing and office skill courses for unemployed and unqualified inner city youngsters ● Rowntree Mackintosh make their training centre available for a vacation work experience programme for Halifax sixth formers ●*

*Investors in Industry were original sponsors and office providers for the Opportunities Industrialisation Centre providing training for disadvantaged young people in inner cities, being piloted in Aston ● Stewart Wrightson have provided accommodation at their City offices for Project Fullemploy training services ●*

*Blue Circle, Rank Xerox and ICI have provided technical and financial help to staff setting up in business ● British Steel, Pilkington, National Coal Board and British Rail are amongst employers developing small enterprise workshops in areas of decreasing employment ● Courtaulds provide buildings on their Coventry site for new enterprises and training schemes ●*

*Lloyds Bank joined others to support Commercial Business Training for young unemployed in Merseyside providing staff, equipment, training advice and funds ● GEC initiated a Work Experience Centre in Stafford to provide training, work experience, help for new enterprises and opportunities for the disabled ● Whitbread supported the Gateway Project in Sheffield which links unemployed graduates with local businesses needing research to help expansion ● Mansfield Brewery Group set up and staffed an enterprise project to help twenty youngsters become self-employed ●*

*Lex Service provided interview training and personnel advice for local voluntary groups in Paddington ● A Marconi shop steward was seconded part time to Leicester CVS to help develop a job share project ● Central Independent Television provides in-house work experience placements and interview advice for Project Fullemploy and Project Trident in Birmingham ● Whitbread provide work experience opportunities and YTS places in inner city areas which recruit on a local basis ●*

*Sun Life, Bank of England, Bovis, Cable and Wireless and Freemans are just a handful of the many employers who support Project Fullemploy training activities for disadvantaged young people ● Grand Metropolitan have set up a subsidiary charitable company to train young people mainly in inner city locations and provide help for people*

*setting up in business ● Marks and Spencer in the North East incorporated short assignments in a Youth Enterprise Centre as a component of their management training programme.*

### **ACTION through purchasing policy**

Companies can have a very significant effect on the local and regional economies of the areas in which they are based through local purchasing and sub-contracting. With a tendency towards dual sourcing policies to ensure continuity of supply, reduction of dependence and flexibility in provision, local purchasing and sub-contracting can be good commercial practice.

Although it is much less common in Britain compared to some other countries including the USA, purchasing power can be used to boost inner city business. Companies can actively seek to inform local firms, new businesses and ethnic minority businesses who might otherwise be unsure of how to approach them, of their purchasing needs. They can ensure that local firms have a fair chance to compete to supply goods and services through special 'meet the buyer' events, explaining the possible benefits of local purchasing to buying staff, making tender lists more accessible to new firms, regular reviews of the supply process, publishing information on how to bid and the company's requirements.

*British Airways sub-contracted production of special 'Concorde' in-flight packs to an employment project for ex-psychiatric patients in inner London ● Perkins Diesels purchased components from a sheltered workshop for the disabled ● Finefare purchase potted plants from a nursery training disabled people ●*

*British Aerospace reviewed their purchasing procedures and lists at Warton and invited local firms to bid, resulting in almost £¼ million in new orders and contracts for local firms ● Austin Rover have organised an exhibition on products bought abroad and invited local firms to see if they can bid ● ICI on Teeside have sub-contracted work to new firms set up by former employees ●*

*Shell UK and British Rail publish guides to encourage new small firms to bid for work ● British Sisal Corporation in Kent have sub-contracted small painting and maintenance tasks to a standby group of unemployed youngsters ● several companies have sub-contracted engineering work to groups of unemployed or redundant skilled workers including BICC and Cadbury Typhoo.*

### **ACTION in public affairs**

Companies can get involved, and encourage staff to play a part in local public and community organisations and institutions which effect the quality and health of community life and the local environment.

Managers can be encouraged to play a part in appropriate trade related associations and Chambers of Commerce. The contribution which employees make on their own accord to local voluntary and community activity can be recognised and assisted. Companies can make a significant contribution to local education services through school link schemes, curriculum support and collaborative projects.

*Midland Bank have seconded a management team to the City of Birmingham Economic Development Unit in their 150th Anniversary Year ● Norwich Union seconded a senior manager to the DOE Urban Development Grant appraisal team ● Unilever and Plessey joined with other companies in seconding staff to the Merseyside Task Force ● GEC companies have seconded staff to local authorities to provide a schools-industry liaison service ● National Westminster Bank provides a panel of 25 financial tutors to help young people set up in business through the Youth Business Initiative as well as donating funds ●*

*Honeywell are one of several companies who have set up schemes to encourage employees to become active in local voluntary and community organisations ● Trust House Forte encourages local managers to be involved in the community and assist local voluntary organisations ● Anglia Building Society has a policy to encourage their staff to get involved in community projects ● IBM United Kingdom allows employees to spend 10% of their work time on activity to benefit the community ●*

Thorn EMI, Ferranti, Thames Water and Beechams are just a few of the many companies who get involved in local schools neighbouring their locations ● Austin Rover, Lloyds Bank and BP offer secondment opportunities to senior school teachers to develop management skills and industrial experience in the company ● Lex Service have provided meeting facilities for Transition to Working Life projects in local schools ●

W H Smith uses many of its inner city branches to publicise local opportunities for recruitment into voluntary work ● United Biscuits has pioneered a Community Leaders Course in Merseyside to develop leadership skills in the local community with the assistance of MSC and European Social Fund ● ICI Mond Division took a lead in bringing together chief executives of principle public and private sector employers in Halton on Merseyside to promote employment, training and business initiatives.

## **ACTION through local partnerships**

The most significant company community involvement in the inner cities in recent years has been the rapid growth since 1981 of partnership initiatives involving business, local authorities and voluntary organisations in joint action for community economic development. Partnerships can spread risk and ownership, maximise resources and expertise and generate the essential spirit of co-operation and commitment necessary for sustained local development. Substantial results are possible and companies can get due recognition for their contribution.

Partnership initiatives can take the form of enterprise agencies, community development partnerships, collaborative projects with further and higher education institutions, managing agencies to deliver the Youth Training Scheme, Information Technology Centres and other training programmes. They can also take the form of collaboration between voluntary organisations, companies and other partners in schemes initiated and run by a range of national and local voluntary organisations, arts, amenities, housing and environmental organisations.

International Thompson Organisation, BP, Metal Box and other employers joined Neath Borough Council in a development partnership to create jobs and help revitalise a declining South Wales valley ● Kellogg was a leading participant in a partnership with other employers and the DOE to initiate a major environmental improvement proposal on the Trafford Park Industrial Estate ● Unilever and its Merseyside based operating companies have initiated and supported six partnerships to provide training and create jobs such as 'In-Business' and the Cavendish Enterprise Centre in Birkenhead ●

British Rail enter partnerships with voluntary organisations, local authorities and MSC to develop employment and training opportunities on environmental and conservation projects ● Scottish Business in the Community helped launch the Greater Easterhouse Partnership with the support of fifteen companies, Strathclyde Region, Glasgow District Council and the SDA to work in partnership with the community of a deprived outer housing estate to stimulate economic development opportunities ●

Allied Lyons and Dyke and Dryden joined other companies, the Home Office, DOE and Lewisham Borough Council to set up an Afro Caribbean enterprise agency in Deptford to assist local black business development ● Shell UK together with other employers, the Home Office and local authority have sponsored the black business development agency in Finsbury Park ●

BP, United Biscuits, Ranks Hovis McDougall, Proctor and Gamble, Cowie Group, Tyne Tees TV, ASDA/MFI, Hill Samuel, Arthur Anderson, Newcastle Breweries, Northern Foods, Cadbury Schweppes, Royal Bank of Scotland and Corning Glass joined with other companies, the MSC and the Borough of Sunderland to support the pilot Prince of Wales Community Venture to provide a year of community service and enterprise experience for inner city youngsters ● Rank Xerox, Woolwich Equitable Building Society, C & A, Arthur Guinness, Esso and Wimpey were amongst the initial sponsors of Instant Muscle to help unemployed young people develop self-employment opportunities ●

Plessey entered a partnership with the local authority and English Estates to develop Wavertree Technology Park which has created jobs in the area ● Burton Group are turning an old warehouse into a design centre as a partnership with other companies and public authorities to create jobs and a resource for local design development in Gateshead ● British Telecom refurbished former premises at Manor Gardens in Islington as an enterprise centre and seconded a senior manager as a partnership with other businesses ●

Rothmans assisted the Durham University Business School provide a pilot course for unemployed graduates to gain experience and employment opportunities in growing small businesses as part of the graduate into enterprise programme in the North East ● Over 70 professional engineers from different employers in Merseyside have formed an 'Engineering Resource Bank' through their professional associations to provide advice to people starting up in business.

## **ACTION through community and charitable support**

Many companies have a long tradition of providing support to charitable activity in the educational, employment and training, social welfare, cultural, heritage, environment and research field. This can take the form of cash donations, materials and equipment, premises or management advice and loan of personnel. Some companies set a target for their support expressed as a percentage of net profit.

Charitable support can be used explicitly to assist voluntary organisations which are active in addressing the economic, social and environmental problems of inner cities and areas of urban stress and making cities better places in which to live. This support can make a significant contribution to goodwill and community relations. It can also assist groups of individuals to improve their employment prospects.

The Wellcome Foundation and Levi Strauss have both provided funds for feasibility studies for employment and training projects in Glasgow and North Tyneside ● Unilever sponsored the production of a handbook on self-employment, for young unemployed people published by National Youth Bureau ● Imperial Group assisted Project Fullemploy undertake a feasibility study of the self-employment interests of young blacks in Bristol, resulting in proposals for the Coach House Small Business Centre ● Lex Service provided design assistance for an inner city mental health resource centre to help with a funding appeal ●

Allied Dunbar set up two charitable trusts in addition to the company trust as a vehicle for head office employees and the sales force to contribute to charities ● Thames Television operates an annual TV appeal to raise funds for local initiatives to improve opportunities and employment in the Capital ● Pilkington took a lead in sponsoring Neighbourhood Energy Action to run a pilot scheme to create jobs in energy conservation in inner cities which turned into a national programme ● Save and Prosper, British Airways, Lucas and Bass are amongst the many companies who sponsor the Youth Business Initiative to provide small bursaries and advice to young people setting up in business ●

Esso sponsored a self-employment course for inner city and ethnic minority youngsters operated by Project Fullemploy in Bristol ● Unilever on Merseyside have sponsored the setting up of a Good Neighbour Scheme in Bebington to mobilise volunteers to help isolated and elderly people ●

Boots have assisted inner city voluntary groups in many ways including the provision of equipment, materials and merchandise ● Arthur Youngs, Marks and Spencer, GKN and Prudential took a lead in assisting the 'Business Links Scheme' to provide material and management resources for inner city voluntary groups in Bristol, Leicester, North Tyneside and Birmingham ● Marks and Spencer, United Biscuits and Barclays Bank have supported APEX in providing training and employment opportunities for ex-offenders in a number of locations.

# BiC agenda for inner city action

Business in the Community is working with many leading companies in practical programmes for inner city regeneration in partnership with local communities.

The key to successful business involvement in inner city regeneration is to secure a match between the interests of the company and the needs of the community.

This can best be achieved where the business has an interest in investment opportunities, inner city recruitment, community relations goals or staff development objectives. A part can also be played through company charitable programmes.

## Agenda for action

### 1 Local involvement

Unless local residents have full chance to share in the opportunities arising from the regeneration process, inner city action will be ineffective.

Business action should positively help local people develop a stake through access to jobs, training opportunities and housing.

Efforts will be required to help build the capacity of local people and community organisations for the development and management of projects, often through the support of training and technical assistance programmes.

The business community can play an important part in supporting community projects through providing finance, personnel, equipment and expertise.

### 2 Hiring, education and training

Companies can target recruitment and training opportunities at inner city residents, including young under-achieving school leavers and ethnic minorities who may face discrimination in the employment market.

Education business partnerships can be formed with local education authorities to promote improvements in schools and provide work experience and employment opportunities for school leavers.

Training programmes can be linked to inner city construction projects and major job developments to increase access for local residents.

Companies with Youth Training Scheme places can adopt outreach techniques and operate feeder courses to recruit local youngsters.

### 3 Enterprise development

Business can be assisted to start up and expand through the support of enterprise agencies and enterprise training initiatives.

Local purchasing can be directed to give local firms fair access to contracts and tenders where they are competitive in other respects.

Marketing, product development, financial and business management assistance can be offered by large companies to smaller ones.

Enterprise training initiatives can be run in partnership with local schools to develop enterprise skills and self-employment as a career option.

Community enterprises set up by 'not-for-profit' groups can be assisted to build financial independence and management capacity.

### 4 Investment

Companies can invest in urban regeneration projects to bring redundant buildings back to use, provide housing, commercial and industrial space, or recreation, tourism and leisure facilities.

Revolving loan funds can be supported to assist small business

development and building refurbishment.

Companies can locate branches, retail and other developments in inner city areas.

### 5 Physical renewal

Assistance can be given to local environmental improvement, crime prevention, refurbishment projects and partnerships formed with voluntary organisations and local authorities involved in the MSC Community Programme.

Improvements can be undertaken on both industrial and housing estates, and new infrastructure projects supported.

### 6 Developing partnership mechanisms

In most of these initiatives, the business community has an essential role to play in promoting and supporting partnerships which bring private, public and voluntary sector together.

Such partnerships can take the form of enterprise agencies, local development or community trusts, business education partnerships or collaborative training projects.

Partnership helps spread the risks, pool skills and resources and secure a sense of ownership of the action.

Nationally, BiC is working in partnership with Project Fullemploy, Action Resource Centre, Groundwork Foundation, The Industrial Society, Young Enterprise, Instant Muscle, Prince's Youth Business Trust, Livewire and NCVO.

### BiC Initiatives

Business in the Community helps companies get involved in local partnerships for inner city regeneration. BiC's inner cities initiative includes:

- promotion of a series of inner city Neighbourhood Development Partnerships between community based not-for-profit organisations and the business community.
- operation of a Community Economic Development Training Programme to build the capacity of community entrepreneurs for project management and strategic local economic development.
- mobilisation of business leadership, including a special campaign to involve financial institutions and firms in the City, to tackle inner city problems and opportunities.
- support to inner city enterprise agencies and employers groups to increase their capacity for developing inner city enterprise, training and employment initiatives and the management of joint ventures.

**Business in the Community** was set up in 1981 to act as a focus and catalyst for the greater involvement of business in local economic development and regeneration. It is a partnership of nearly 300 major companies working with government, local authorities, voluntary sector and trades unions throughout the country.

BiC works to promote corporate responsibility in British industry and commerce and the philosophy of private and public partnership.



**Business in the  
Community**

227A City Road London EC1V 1LX  
Telephone: 01-253 3716