

The Calderdale Partnership

His Royal Highness The Prince of Wales launched the first BiC One Town Partnership in February 1987 at Halifax in Calderdale, Yorkshire. The aim has been to demonstrate how a private/public partnership can contribute to the improvement of the economic base of a whole borough. 'The Calderdale Partnership' could be the prototype of a new approach to local economic development, rebuilding links between the community and companies, local or national. Its object - to secure investment to bring jobs and wealth, and to work as closely as possible with all sectors of the community.

BiC chose Calderdale - Halifax and its surrounding valleys and towns - because it felt that 200,000 people might be a manageable size and because there were already a number of imaginative projects afoot. Dean Clough Industrial Park, previously the world's largest (empty) carpet factory, was converted into a complex of 170 small businesses

with over 1,200 jobs. There was a thoughtful group of councillors with no party in overall control, and a lively refurbishment scheme 'the Inheritance Project' cleaning up and restoring major sites and buildings.

A partnership structure or Focus Group was formed including the three party leaders, chief executive and four key businessmen to advise BiC and develop strategy; Town Forums, where BiC works with the Inheritance Project to stimulate local interest and action, have been held.

There has already in the first year been some useful progress, some newsworthy, some more modest. Marks and Spencer lent a management trainee to help a small engineering business that needed marketing and administrative help. Samuel Webster and Wilson, brewers of the famous Yorkshire bitter, improved some untidy land on a suburban housing estate. JCB lent a digger to help with environmental work

and trained two lads to drive it. Major impact came from Rowntree's establishment of a £200,000 interest free loan fund - low interest loans to help people do up shops, houses or buildings in key sites.

Bradford Pennine Insurance expanded its computer company within Calderdale. Shearwater Property Holdings has been active in helping towards redevelopment of the borough's main industrial green field site. Crucial for jobs and the income that a major tourist attraction can bring has been the 'Eureka' project. This 'learning centre' for children - part education, part entertainment, part experience - is being set up by the Vivien Duffield and Clore Foundations. The £5 million plus investment is expected to attract up to half a million people a year from all over Britain.

Central to the encouragement of investment in an area which has the physical advantages of magnificent countryside, fine stone buildings and good motorway access but few if any cash incentives, has been a series of visits by senior industrialists from BiC companies. A tour of Calderdale's assets has brought encouraging responses from leading business executives. But while some explore business opportunities, others discuss training needs, how schooling is addressing employers' needs, or the ravaged silhouette of a semi-derelict housing estate. And at the local level the Inheritance Project with BiC is travelling from town to village to suburb to show what can be done and how, perhaps, groups there can encourage the pride of place and confidence that will build the upward spiral of regeneration.

Contact: Richard Wade, marketing director, BiC.



HRH The Prince of Wales visiting Calderdale in December 1987, with Vivien Duffield, chairman of the trustees of the 'Eureka' project, and Jocelyn Stevens, trustee of 'Eureka'.

Business in the Community

Business in the Community's purpose is to promote corporate social involvement and to help businesses to contribute to the health of the community. The emphasis is on local action in areas where individual firms operate.

BIC is a unique partnership of business enterprises, central and local government, chambers of commerce, the trade union movement and voluntary, professional and educational organisations. Its members can support its work in several ways – by contributing financially, by seconding staff to BIC and local partnerships, by encouraging their employees to join in local activities and by becoming involved with a wide range of pilot schemes, partnerships and other initiatives.

A senior member of each organisation joining BIC is invited to join its governing council and a Board of Directors, drawn from member companies, is responsible for strategy.

Membership details from Sarah Darling. Scotland has an independent but associated organisation, Scottish Business in the Community.



President: His Royal Highness The Prince of Wales
Chairman: Lord Carr of Hadley
Deputy Chairmen: Sir Hector Laing
Sir Jeremy Morse
Chief Executive: Stephen O'Brien

BIC's executive unit is at 227A City Road, London EC1V 1LX (telephone: 01-253 3716) and at regional locations in England and Wales.

Scottish Business in the Community, Eagle Star House, 25 St. Andrew Square, Edinburgh EH2 1AF (telephone 031 556 9761/2)

A message from The Prince of Wales

President of Business in the Community



"Besides viability and growth, society increasingly expects social awareness and involvement from business. Organisations which grasp this nettle firmly can make an enormous contribution to creating healthy communities. They can also win higher corporate standing for themselves amongst shareholders, workers and customers.

"Social involvement is much more than a matter of money, but money is nevertheless the best single measure of commitment. There is growing advocacy within this country for companies to take a decision on allocating a percentage of their pre-tax profits to community projects. This seems to be a sensible approach and one likely to be effective. I suggest that it deserves serious consideration.

"Business in the Community is in effect asking you, and every board of directors in the country, to consider afresh what your enterprise is doing; to encourage participation by your workforce at all levels; and to search out the local people and organisations who can work with you to create successful partnership initiatives. This is an approach which I strongly support and which I wish to make the keynote of my Presidency."

Extract from The Prince of Wales' message to BIC Governing Council members, January 1986.