

BUSINESS *in the*

COMMUNITY

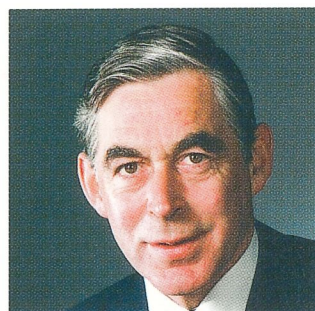
REGENERATION ACTION AREAS

Mobilising business resources to build communities



A Challenge to Business

Sir David Barnes CBE



Everyone trading in today's increasingly global marketplace must take cognisance of the fact that our businesses are an integral part of the local community.

Yet, too often, we see that our community is far from being prosperous and successful. Long term unemployment, racial and sectarian tension, deprivation, low educational achievement - all are symptoms of a community that is struggling to survive. Too many people lack a stake in our success.

Business must use its skills and influence to help regenerate such areas. In Business in the Community, we have identified some 40 regeneration **Action Areas** - areas in which business needs urgently to take action to support local communities. The **Action Areas** initiative will work with existing partnerships and bring together new partnerships of private, public and voluntary sector interests to support local communities in tackling their problems.

I am delighted that several major business leaders have agreed to join me as champions of **Action Areas** across the country. We will be holding meetings in regional centres over the next few months to recruit even more business support.

I believe the **Action Areas** initiative will galvanise the efforts of local communities to help themselves. Whether your business is large or small, I would urge you to consider joining the initiative. This booklet will give you some useful information on why and how you could help.

The problems of our local communities are the problems of us all. Please become part of the solution!

A handwritten signature in black ink, reading 'David Barnes', with a long horizontal line extending from the end of the signature.

*Sir David Barnes CBE, Chief Executive, Zeneca
and Chairman of Business in the Community Economic Regeneration Leadership Team*

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Why Business Must Act - the Business Benefits

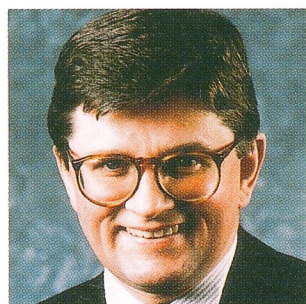
Over the last few years, it has become widely accepted that the scope of business activities has to be broadened from simply creating profits to creating wealth. This can be achieved when business enters into partnership with the wider community in which it operates.

Today the most successful companies have integrated community involvement into their mainstream business practice, often with dedicated staffing and resources.

The partnerships that have developed with the community have become a powerful force for social change. Hardheaded business leaders would not devote time and money to community involvement unless they perceive the real benefits that can accrue.

The risks of not engaging with the local community also provide a convincing argument for involvement: inner city tension, alienation, low educational achievement, vandalism and lack of motivation.

The **Action Areas** initiative will use Business in the Community's experience in bridging the gap between business and the community in a range of measures aimed at mobilising private sector companies and linking them to the **Action Areas**.



■ Andrew Blessley

'There are clearly excellent opportunities for the private sector to achieve real value in these communities through such partnerships'

Andrew Blessley, Director of Marketing and Distribution, NatWest UK

THE BENEFITS TO BUSINESS

- ☐ Employee development
- ☐ Increased staff morale
- ☐ Enhanced relations with local decision makers
- ☐ Motivated high quality recruits
- ☐ Improved corporate image

How Your Business Can Be Involved

The Regeneration **Action Areas** initiative aims to encourage new Partnerships and support existing Partnerships between business and the community, disseminating examples of best practice and helping business to add value to community endeavour.

Business can become involved in a number of different ways:

Seeing is Believing

- joining visits with other business leaders to see the challenges facing communities and how they can be tackled with your support

Business Support Groups

- joining a group of business leaders committed to working in a regeneration **Action Area** over a three-year period, supporting community enterprise, local schools and small business development

Professional Firms Groups

- coming together with professional firms in a local area to help create a bank of pro bono professional time to underpin the work of Business Support Groups.



■ Seeing is Believing - visit to the Mahogany Arts Centre in Harlesden

Employee Volunteering

- supporting different aspects of community development through:

Mentoring - supporting primary school literacy projects

Team Challenges - team building, *Challenge Anneka* style, and supporting local community projects

Development Assignments - 100 hours structured assignment in the community which develops key competencies for junior and middle managers.

Mobilising business resources to build communities



Regenerating Communities

Latest estimates are that five million people of working age live in homes where nobody has a job, that over a million people have never worked since leaving school and that half of all crimes take place in only a tenth of neighbourhoods.

It is easy to imagine how people living in low income and rundown areas can descend into despair. However, even in the most deprived local communities, you will find determined and enthusiastic people with a real desire to change their situation.

In many parts of the country, we are seeing people in neighbourhoods and housing estates rising to the challenges that confront them. And in many of the most successful examples, business is providing vital support to the local community. The business leaders involved have not only been motivated by the urgent need to support the efforts of local people but also by the inspiration, determination, sincerity and skills of those people themselves.



■ Joe Rowe

'Marks & Spencer has always taken its responsibility to the communities in which it trades, very seriously. We share our skills and our time, as well as providing cash donations. This in turn helps to create a more prosperous and self-sufficient environment for all concerned'

Joe Rowe, Director
Marks & Spencer

By viewing the situation at first hand, business people can see for themselves the kind of support that their companies could provide and how it would be valued by the community.

They can visualise how the success of community enterprise can be translated into a better local environment for their own businesses.

THE SUPPORT BUSINESS CAN OFFER

- ☐ Use of resources: premises for meetings, access to in-house training, donation of equipment
- ☐ People: hands-on help with physical projects, advice and expertise, secondments
- ☐ Contacts: access to business networks, credibility with funders and other potential supporters

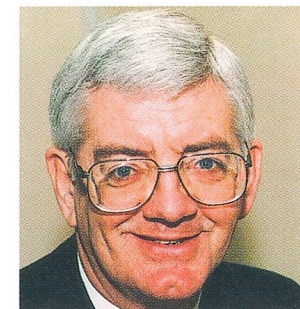
What may seem of minor value to a business can be vital to the success of a project

Neighbourhoods and Housing Estates

Through involvement with local groups, business comes to share with the community a vision for the future: the vision of a society where everyone has access to opportunity.

In Northern Ireland, before opening its first branch, Sainsburys took an innovative local community-based approach to recruitment. It forged links with a Job Training Project and trained long-term unemployed people in key skills and proficiencies needed for the job.

In Bristol, partnership with business led to the creation of the Gatehouse Centre for community enterprise on the Hartcliffe and Withywood Estate. In Birmingham, the Balsall Heath Partnership saw business back one of the country's major regenerations of an inner city environment.



■ Neville Simms

'Balsall Heath is a classic example of how businesses and the community can work hand in hand to improve dramatically the inner city environment'

Neville Simms, Group
Chief Executive, Tarmac



■ The Balsall Heath Partnership spurred a drive by the mixed ethnic population to create the cleanest safest inner area of Birmingham.

THE BENEFITS TO BUSINESS

- ☐ The stimulation of economic growth
- ☐ The creation of a more employable workforce
- ☐ Better understanding between business and the community

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Regenerating Communities

The United Kingdom is ranked 21 out of 22 OECD countries on the degree to which the education system meets the needs of a competitive economy. Some 20% of students fail to reach the lowest GCSE grade in both English and Mathematics. Amongst the UK's unemployed, 40% have no formal qualifications.

The **Action Areas** share many attributes which may harm the competitiveness of the local community:

- ☐ Low skills base
- ☐ Lack of labour mobility
- ☐ Low spending power

An example of business support in schools is the Bankers Trust partnership with Morpeth School, a secondary school in Tower Hamlets.

Rex Hall of Tower Hamlets Business Education Partnership comments: "It is the commitment of the bank's people which has impressed me. Together with senior teaching staff, they have prioritised needs and set up schemes which have significantly helped the school's progress".



■ Matthew Hale

'Schools are developing the workforce of tomorrow and it is essential that we support them'

Matthew Hale, Senior Managing Director and Chairman of the Community Development Committee, Bankers Trust



■ Morpeth School visits New York - The Bankers Trust gave not just support for computer studies, weekend study courses and the school orchestra but also bursaries to study educational topics in the USA

SUPPORT BUSINESS CAN OFFER

Action Area objectives are in line with Government priorities to support:

- ☐ Literacy and numeracy skills in schools
- ☐ Key skills for employability
- ☐ Head teachers in school management

Education and the Skills Shortfall

The Just Rentals Challenge in Wales allowed 850 pupils to attend an intensive Exam Revision Week. Of the pupils attending, 53% achieved five A-C grades in GCSE. In the second year of the Challenge, 3,000 pupils attended seven Revision Weeks and 120 Homework Clubs.

Walkers Crisps are piloting a volunteer reading programme in 26 schools based near seven of their manufacturing sites in England and Wales.

The company has recruited and trained employees as reading mentors to work with 5-7 year-olds in these schools.

The 26 schools taking part include those tackling issues around English as a second language and pupils with special educational needs.



■ Business leaders visit Hallfield School in West London, a multi-cultural school with some 25 languages spoken by children of over 40 nationalities



■ Tony Illsley

'The reading skills programme has not only benefited the schools but also had an exciting effect on the motivation of our employees'

Tony Illsley, President and CEO, Walkers Snack Foods

THE BENEFITS TO BUSINESS

- ☐ Input to school curricula and methods
- ☐ Access to a better skilled labour force
- ☐ More highly motivated recruits

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Regenerating Communities

Of the 3.7 million active businesses in the United Kingdom, some 97% employ fewer than 20 people. With the trend towards leaner, more capital intensive business organisations, many larger firms look to the Small and Medium Enterprise (SME) sector as subcontractors and suppliers, yet statistics for the success of small firms indicate that one in three businesses operating today will not survive three years.

Through the **Business Link** network, Government is seeking to create a comprehensive framework for business support, reducing the failure rate and increasing international competitiveness.

Experience shows that what the owners of small firms often need is access to the expertise to be found in larger more successful companies.

This support may be easily provided by the larger company, and can be crucial to the survival of the small firm.

Business Bridge is a two-year pilot programme funded by the Department of Trade and Industry and Deloitte and Touche, with support from NatWest, Barclays and Shell (UK) to help the SME develop and achieve its growth ambitions by allowing it to tap into the expertise and resources of large local companies. It is intended to promote the initiative nationally through the **Business Link** network.



■ John Connolly

'The challenge is to create the support framework and business environment which offers the entrepreneur the best chance of success'

John Connolly, Managing Partner, Deloitte & Touche

SUPPORT LARGE COMPANIES CAN OFFER

- ☐ Advice for a one-off problem
- ☐ Long-term mentoring
- ☐ Partnership in improving quality
- ☐ Advice on environmental management
- ☐ Help in seeking new markets
- ☐ Development of new products

Small Business - Improving Competitiveness

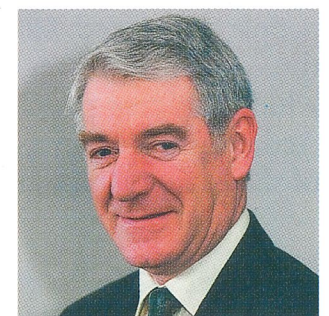
A similar initiative, **Company Connections**, has been successfully piloted in North Wales with the support of Kimberley Clark, British Gas, Redrow, Manweb, Welsh Water and North East Wales TEC.

Withersdale Plastics of Wrexham received help in redefining their business strategy and tactics, and improving the overall company efficiency. One very practical outcome was information on a source of grant previously unknown.

The pilot is now being rolled out across Wales with additional support from National Power, Hyder Environmental and SWALEC.

In Northern Ireland, **Business to Business Bridge**, launched with the help of BT, has been offering similar assistance in conjunction with LEDU, the Government small firms agency.

One innovative partnership was when ship outfitters Mivan Marine was bridged with Top Glass Designs, a small decorative glass maker, and advised on the quality of work expected from subcontractors - one of 400 bridges set up so far in Northern Ireland.



■ George McGrath

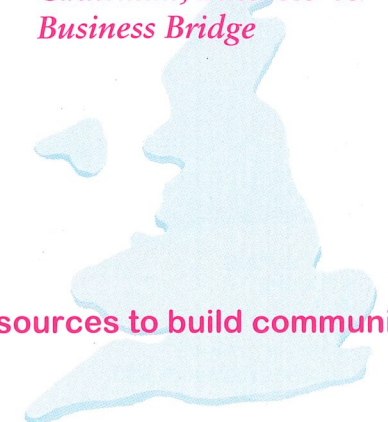
'If the successful development and growth of the economy is to be guaranteed, then priority must be given to the nurturing and encouragement of small businesses with potential to expand'

George McGrath, BT Northern Ireland, and Chairman, Business to Business Bridge

THE BENEFITS TO BUSINESS

- ☐ A successful local economy with more job opportunities and spending power
- ☐ Locally available, high quality, suppliers
- ☐ Better business environment, attracting inward investment and customers

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ACTION AREAS

Who is involved

There are no easy solutions to the issues confronting disadvantaged communities. Sustained effort by local people supported by business will be necessary. A three-year action programme has been put into place in which business people will be recruited in some 40 **Action Areas**. Many businesses are working in support of the Action Areas initiative. They include:

ADRIA
ALLIED DUNBAR ASSURANCE
AMERICAN EXPRESS EUROPE
AMERSHAM INTERNATIONAL
AMOCO
ANGLIA RAILWAYS
ANGLIA TV
ANGLIAN WATER
ARTHUR ANDERSEN
ASDA
ASHURST MORRIS CRISP
BAKER & MCKENZIE
BANK OF IRELAND
BANKERS TRUST
BARCLAYS
BASS TAVERNS
BAXI PARTNERSHIP
BBC
BELFAST INTERNATIONAL AIRPORT
BELFAST TELEGRAPH
BELL CABLE MEDIA
BG
BP OIL
BRADFORD & BINGLEY BS
BRINDLEY PLACE
BRISTOL AND WEST BS
BRISTOWS HELICOPTERS
BRITISH AEROSPACE
BRITISH AIRWAYS
BRITISH LAND
BRITISH NUCLEAR FUELS
BT
BUILDING DESIGN PARTNERSHIP
CAMERON MCKENNA
CAPITAL ACTION
CHAMBERLAIN HOTEL
CLIFFORD CHANCE
COATS VIYELLA
CO-OPERATIVE BANK
COOPERS & LYBRAND
COURTAULDS CHEMICALS
DAEWOO CARS
DALGETY AGRICULTURE
DELOITTE & TOUCHE
D J FREEMAN & CO
DONALDSONS
EAST MIDLANDS ELECTRICITY
EASTERN COUNTIES NEWSPAPERS
EASTERN GENERATION
ERNST & YOUNG

FAMILY ASSURANCE
FIRST TRUST BANK
FLEURY MANICO
FORD MOTOR COMPANY
FRESHFIELDS
FUJITSU TELECOMMUNICATIONS
GARDINER & THEOBALD
GLEN ELECTRIC
GRANADA
GRAND METROPOLITAN
GRANT THORNTON
GRIMLEY
GROOTCON
HALIFAX
HAMBROS ASSURED
HANS HAENLEIN ARCHITECTS
HEALEY & BAKER
HYDER
IBM
IRISH NEWS
JAGUAR CARS
JOHN LAING CONSTRUCTION
JONES LANG WOOTTON
JUST RENTALS
KALL KWIK PRINTERS
KELLOGGS
KIMBERLEY CLARK
KPMG
LANCASHIRE ENTERPRISES
LEIGH INTERESTS
LINKLATERS & PAINES
LITTLEWOODS
LLOYDS TSB BANK
LOMBARD NORTH CENTRAL
LONDON ELECTRICITY
LONDON INDUSTRIAL
MAGNOX
MANCHESTER AIRPORT
MANSFIELD BREWERY
MANWEB
MARKS & SPENCER
MCDONALDS RESTAURANTS
MCLAUGHLIN & HARVEY CONSTRUCTION
MERCIA SOUND
MIDLAND BANK
MIVAN MARINE
MOY PARK
NATIONAL GRID
NATIONAL POWER
NATIONWIDE BS
NATWEST UK

NAVICO
NORTH WEST WATER
NORTHERN BANK
NORTHERN ELECTRIC
NORTHERN FOODS
NORTHERN ROCK
NORWEB
NORWICH UNION
NYNEX
PANNELL KERR FORSTER
POST OFFICE
POWERGEN
PPG INDUSTRIES
PRICE WATERHOUSE
PROCTER AND GAMBLE
PRUDENTIAL ASSURANCE
RAILTRACK
RANGER OIL
RJB MINING
ROLLS ROYCE
ROVER
ROYAL & SUN ALLIANCE GROUP
ROYAL MAIL
SAINSBURYS
SAVILLS
SCA PACKAGING IRELAND
SEDGWICKS
SHANDWICK
SHELL (UK)
SHORT BROTHERS
SIMMONS & SIMMONS
SKF (UK)
SMITH & NEPHEW
SMURFIT CORRUGATED CASES
SOUTHERN TRENT LABORATORIES
SUN LIFE
SWEB
TARMAC
TESCO
TNT
TYPERITE
ULSTER BANK
ULSTER CARPET MILLS
UNIGATE
UNIPART
UNITED UTILITIES
VAUXHALL
WALKERS SNACK FOODS
WHITBREAD
ZENECA



■ Gale Klappa

'The Action Areas initiative provides a real opportunity for companies, regardless of their size, to contribute to the regeneration of the communities they serve'

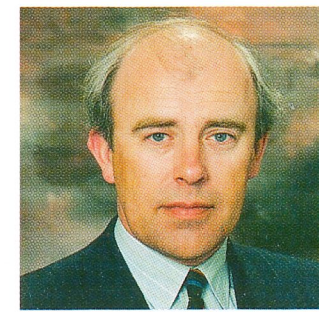
Gale Klappa
Chief Executive, SWEB

Where your business can become involved

Partnership is the key to success in economic regeneration.

The Action Areas are ones in which local business will work closely with local community groups in co-operation with Government offices, local authorities, TECs and other private, public and voluntary organisations.

In cities and areas across the country, we have identified neighbourhoods and housing estates which would benefit particularly from the support of business.



■ Christopher Laing

'Our business benefits in many ways from thriving communities. Therefore it is right in every sense to seek to support the community. It is right for the community and also for our company'

Christopher Laing, Director, John Laing Construction



ACTION AREAS

To find out more, please check with your local Business in the Community office to see where and how your company could become involved.



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WARRINGTON WA1 2QG
TEL 01925 239625
FAX 01925 239657

PETER AUSTIN
BITC NORTH EAST
DESIGN WORKS
WILLIAM STREET
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TYNE & WEAR NE10 OJP
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FAX 0191 469 5353

PAM LEE
BITC
YORKSHIRE & HUMBERSIDE
PROGRESS HOUSE (FIRST
FLOOR)
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PUDSEY
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FAX 0113 236 0555

PETER LAMBERT
BITC
WEST MIDLANDS
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BIRMINGHAM B30 2HP
TEL 0121 451 2227
FAX 0121 451 2782

JENNY DENTON
BITC EAST MIDLANDS
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THE LACE MARKET
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FAX 0115 911 6667

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FAX 01223 504509

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CLIFTON
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JOHN HEASLIP
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C/O BP OIL (UK) LTD
AIRPORT ROAD
BELFAST BT3 9EA
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FAX 01232 461471

PAUL ROWSON
BITC WALES
SIXTH FLOOR
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BUSINESS *in the*

COMMUNITY

Business in the Community supports the social and economic regeneration of communities by raising the quality and extent of business involvement and by making that involvement a natural part of successful business practice.

With a rising tide of expectation as to the role of business in society, member companies develop thinking and share best practice through six campaign programmes on pressing issues facing society.

Through its comprehensive network of 11 regional offices, Business in the Community mobilises company resources to promote social and economic regeneration at a local level, in recognition of the importance of social cohesion to business competitiveness.

Member companies provide their skills, expertise, influence, products and profits to assist in building a prosperous society which is attractive to investors, in which businesses can thrive, and where every citizen has access to opportunities and a stake in the success of their neighbourhood, village, town or city.

Business in the Community has 400 member companies, including 75 of the FTSE 100. It is business-led, politically non-aligned and committed to working in partnership.



BT supports projects that deliver real benefits to society and also have a link to the company's own role in society. BT's Community Partnership Programme is pro-active with a very focused set of criteria, which look for:

- ♦ Productive partnership relationships with community organisations
- ♦ Projects which feature good management and good communication of results
- ♦ Financial effectiveness - particularly if BT support helps unlock other resources
- ♦ Projects where BT people can be actively involved, adding their skills to BT's support for the community.

BT is delighted to be the key sponsor of the **Action Areas** initiative.

DEPARTMENT OF THE ENVIRONMENT, TRANSPORT AND THE REGIONS



DEPARTMENT
OF THE
ENVIRONMENT



The **Action Areas** initiative is supported through the Special Grants Programme of the Department of the Environment, Transport and the Regions.

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