

East London Business Alliance



inaugural review

December 2000 - May 2002





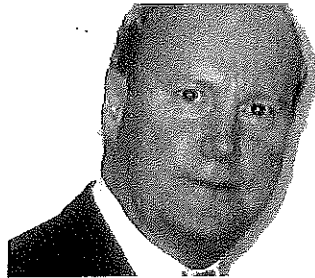
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East London Business Alliance (ELBA) is a business led and business funded regeneration agency. ELBA works in partnership with public and private organisations including Thames Gateway London Partnership and London First, local authorities, and local communities to enhance economic and social regeneration in the Thames Gateway. ELBA's agenda and work covers and combines economic issues such as Inward Investment, Transport and Skills, with social regeneration initiatives in Education, Health, Housing and the Environment, supported by a large scale and active Employee Volunteering network drawn from its member companies.

Chairman's review



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ELBA was created 15 months ago and grew out of the East London Partnership, which had existed for some ten years prior to that. ELBA seeks to encourage the economic and social regeneration of East London, an area of both acute deprivation and tremendous opportunity, through leveraging the business skills of our member companies and by working in partnership with others.

Added Value

ELBA volunteers bring resources and skills to community bodies in the East of London.

This year there were almost 250 professional volunteers serving on management boards, or contributing their expertise to special projects.

Almost 500 volunteers took part in education mentoring schemes in conjunction with the Education Business Partnerships. A further 240 played a major role in the reading and numeracy programmes in Hackney.

In its first year of operation, fifteen volunteers led a pilot GP mentoring scheme.

In addition, 686 volunteers contributed to a series of successful challenge days.

Our members are our strength. They bring their business knowledge and expertise to bear on the critical issues of Transport, Skills, Education, Health, Housing and the Environment. They also provide a pool of employee volunteers who contribute individual skills to a vast range of projects and initiatives currently operating on the east side, encompassing enormous diversity. Whether this involves advice to a local authority concerning the redevelopment of an archaic housing estate, mentoring a promising but underprivileged student with limited horizons, or counselling a general medical practitioner on how to enhance their service to the community, the common link is the contribution and exploitation of specific business skills and knowledge.

This report records just some of the highlights of our first year of operations. We have facilitated almost 2,000 volunteers in the last year. We have worked with local authorities and voluntary agencies to transfer skills, knowledge, expertise and resources from our corporate members and their staff to the eastern part of London. We have lobbied hard with central, regional and local government to improve and change such vital issues as transport, employment and education.

I would like to thank my fellow Board members and staff for the contributions they have made to this work.

The work depends crucially on two elements. The first is the continued support and assistance of our members and secondly, crucially, the work of the volunteers. It is fitting that both should be recognised in this report.

A handwritten signature in cursive script that reads 'John Reeve'. The signature is written in black ink and is flanked by two long, thin horizontal lines that extend outwards from the signature.

John Reeve
Chairman

Economic regeneration



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Heart of Thames Gateway

With the kind support of the Heart of Thames Gateway SRB programme we have begun our work of building a business network and corporate responsibility programmes in Barking & Dagenham, Havering and Thurrock. The last is an entirely new borough for ELBA and we are cementing links with the local authority, Thurrock Business Forum and other partners as we develop a programme of visits to businesses in the area.

Our plan is to create a new Area Board with representatives from business, the local authorities and the voluntary sector so that the business voice in the area can influence the economic regeneration of this part of the Thames Gateway. As ever we are working closely with Thames Gateway London Partnership to ensure that the public and private sector closely co-ordinate their plans for the area and to attract support from regional and local government for transport, planning, employment and education issues.

ELBA is a voice for business in the East of London. We recognise both the major opportunities which exist in East London and the needs of the area. It is simultaneously the largest development opportunity in London and an area of deprivation so far as health, transport, education and employment prospects are concerned. During the year we have represented our views on these issues to central, regional and local governments.

We have been particularly keen to promote improved transport links in the area. The Transport Strategy Group has met regularly to promote our vision of more rapid east-west transport via Crossrail which should allow large scale development along the north bank of the Thames, and three river crossings to bind the Thames Gateway closer together as a single, successful regeneration area. We have made our priorities known to the appropriate Ministers, the GLA and local authority partners.

We have met Ministers at both the Department of Pensions & Works and Education & Skills to press the needs for closer co-ordination between the education services and employers to equip young people with the skills they will need to develop their careers and play a full part in business in the area. We currently have a research programme underway to identify gaps in provision in the area. In Health, our approach has been to bring business people into contact with GPs as mentors, Health Boards as members and the Health Action Zone works.

This year has also seen the establishment of Inward Investment Thames Gateway London to act as the sub-regional inward investment body. Our Chairman, John Reeve, has played a leading part in bringing this idea to reality.

Our Partners

ELBA brings City skills and resources to voluntary organisations in East London. It facilitates partnerships and works with many partners to promote the social and economic regeneration of the area. This year we have worked with, amongst others:

Heart of the City, with whom we have worked to help promote corporate social responsibility programmes;

Capital Cares, with whom we act as an enabler for corporate challenge events in East London;

The Isle of Dogs Community Foundation, where we promote corporate commitment by Docklands companies to local voluntary needs;

London First, with whom we have worked to seek political support for the economic regeneration of East London;

The Local Authorities, with whom we have developed several economic and social regeneration programmes this year;

The Education Business Partnerships, to help provide numeracy and literacy advisors and; many others...

...We would like to thank them. We have enjoyed working with them on behalf of our members and look forward to an exciting future.

highlights

of the year...



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Each year ELBA recognises the work of its volunteers. This year, ELBA's Volunteer of the Year is Diana McKinley, from ING Barings, who has been volunteering with a local project called South Poplar and Limehouse Action for Secure Housing (SPLASH) for about three years now. SPLASH was set up in 1988 in order to give the local people a voice during the building of the Limehouse Link, the construction of the Docklands Light Railway and the massive building programme at Canary Wharf. Nowadays, SPLASH provides social education programmes to address issues such as drug abuse, racism, illiteracy and the lack of appropriate training for employment.

ELBA Volunteer of the Year Award

Diana McKinley, ING Barings - SPLASH



Diana McKinley has played a pivotal role in the continuing development of the project through her role as a trustee on the board for the St Matthias Old Church Community Centre, her work towards leveraging an additional £9000 funding from ING Barings which goes towards the salary of a part-time Development Worker; her key role in the printing and distribution of the monthly newsletter and her

complete commitment and support for all open days and events which she attends regularly throughout the year.

Hackney Schools Mentoring Programme Award

David Short, CMS Cameron McKenna

David has been a mentor for the last four years and has worked with three groups of pupils from two schools. All his relationships have been highly successful and there has been a noticeable improvement in the self-confidence, motivation and focus of the students.

David has made an outstanding contribution to the mentoring programme over the last four years both in the capacity of mentor and as Company Co-ordinator for CMS Cameron McKenna.



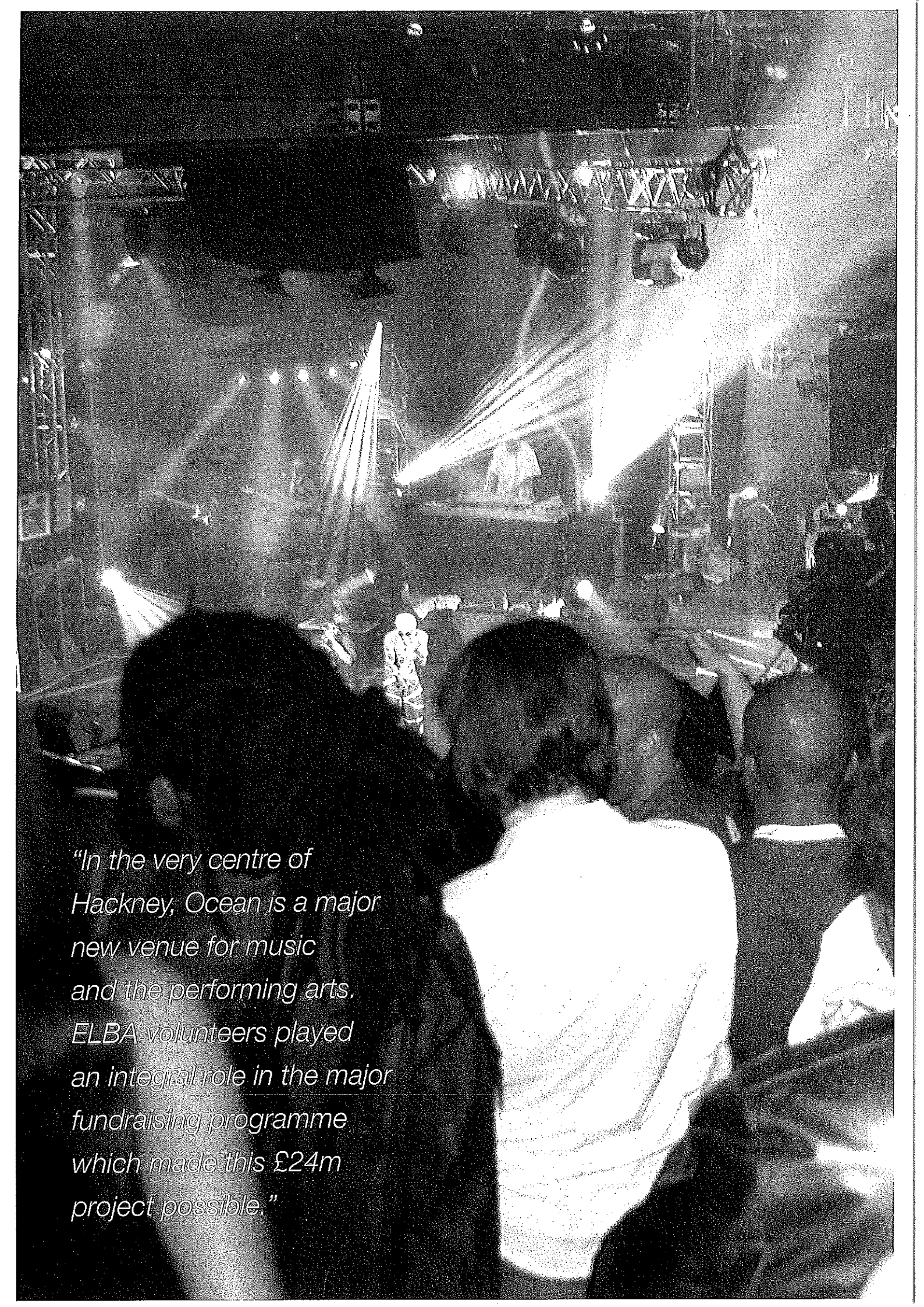


Interested in studying
at the
University of East London?

Are you caring for someone
in lower Hamlets?
Come and tell us!

CHILD
PROTECTION

...set up
...to give
...a voice
...of
...Link,
...the construction of the
...Docklands Light Railway
...and the massive building
...programme at Canary
...Wharf?



"In the very centre of Hackney, Ocean is a major new venue for music and the performing arts. ELBA volunteers played an integral role in the major fundraising programme which made this £24m project possible."

...the volunteer awards



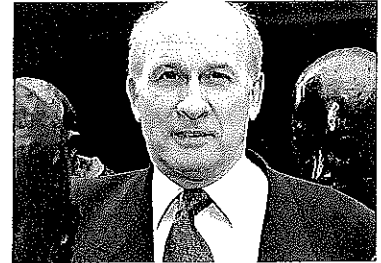
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Newham Employee Volunteer Award

Joint winners **Liz Craggs and Peter Mather, UBS Warburg - Liveline**

Liveline provide a range of counselling and support services to children and young people in East London including: telephone helpline, peer support programmes, mental health workshops in schools, school based GP and one-to-one therapy and citizenship activities.

Liz Craggs and Peter Mather of UBA Warburg arrived as a pair! They have taken the time to talk and listen to staff and volunteers.



Peter is now Chair and Liz Company Secretary of the Management Committee. They have both committed large amounts of time and expertise to Liveline and have taken a big role in business planning and development of the organisation's staff and volunteers.

In the past 12 months, they have consistently taken responsibility for, as well as undertaken, many tasks that have eased the pressure on agency staff - enabling them to focus on developing good services to support children and young people who are their clients.

Hackney Employee Volunteer Award

Jonathan Lane, Morgan Stanley - Ocean



In the very centre of Hackney, Ocean is a major new venue for music and the performing arts. ELBA volunteers played an integral role in the fundraising programme which made this £24m project possible. Both UBS Warburg and Morgan Stanley volunteers helped with the development of the project which, with three new performance areas, plays a significant part in the economic and social regeneration of the

Borough, shortly to be complemented when the Hackney Empire refurbishment is complete. Ocean was opened by Chris Smith, then the Secretary of State for Arts, Culture and the Media, in March 2001.

As well as providing state of the art venues for arts and music, professional and semi-professional performers, Ocean runs an extensive programme for young people in the area who wish to develop their musical skills and abilities and to support young people who wish to make their careers in the growing entertainment and cultural industries which are thriving in East London.

team challenges and schools mentoring



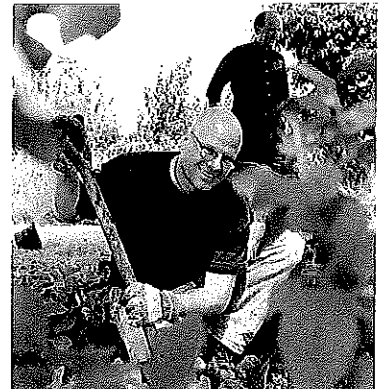
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ELBA offers member companies the opportunity to send groups of employees on team challenges in their local communities. A team challenge usually involves teams of employees from companies undertaking a specific project and achieving a given objective within a set time frame in the local community. Challenges are not simply a feel-good exercise for companies, but rather they can be employed as a valuable training and staff development tool. Employees who put themselves forward to oversee the team challenge are also able to put their leadership and project management skills into practice.

ELBA has coordinated challenges across East London during the year, engaging almost a thousand employees from member companies.

Some of the challenges successfully completed include:

- painting of seven community buildings;
- building of a pond;
- development of a horticultural area for use by ethnic minority groups and disabled users;
- development and launch of a web site for students;
- cleaning of sailing boats;
- clearing of a nature trail;
- refurbishment of a children's playground;
- landscaping of two community gardens, and;
- provision of entertainment at two Christmas parties.



Hackney Schools Mentoring Programme

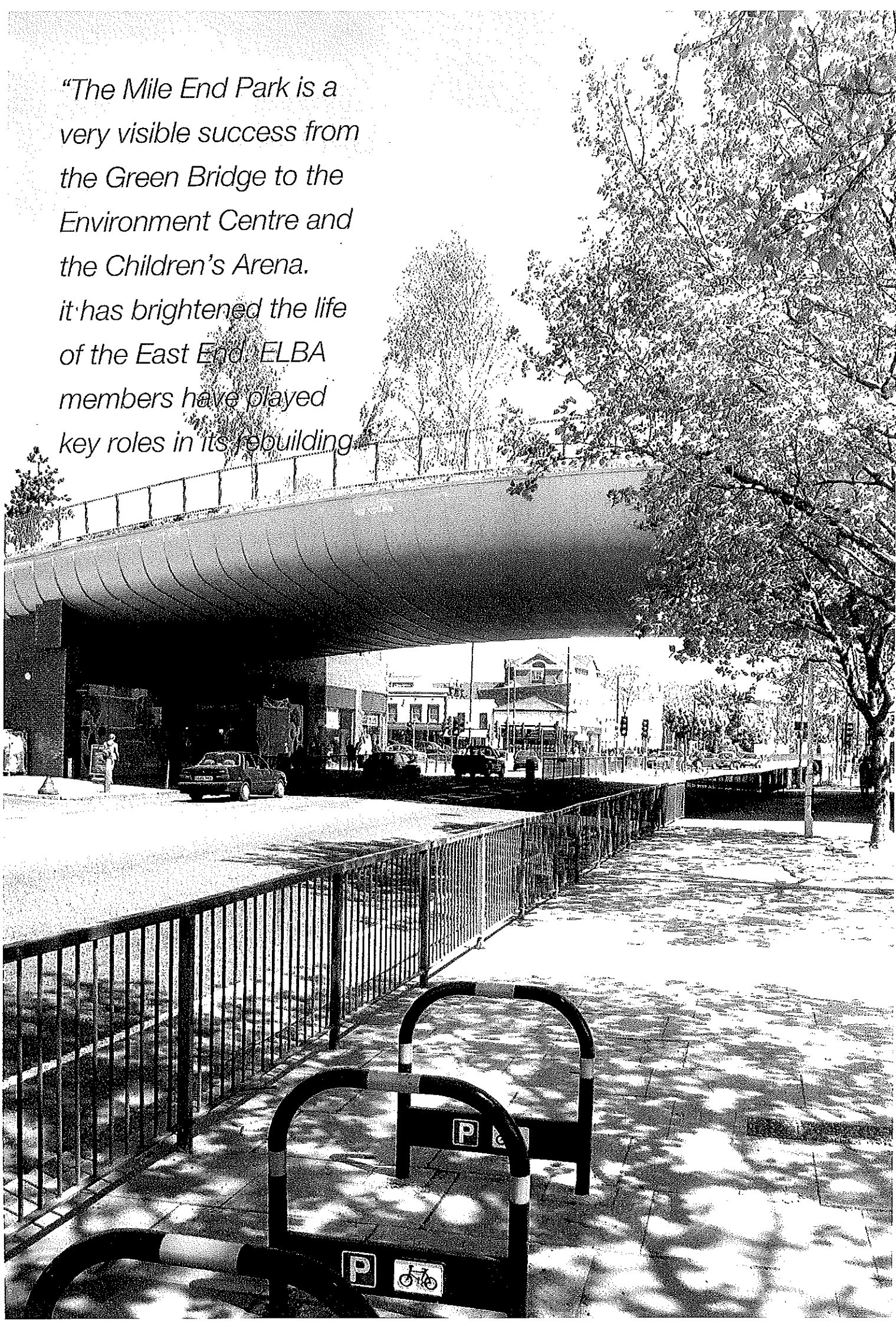
Mentoring relationships are now successfully underway with all eight of the participating schools in the Borough of Hackney. 347 pupils and 221 mentors have joined the scheme since September 2001. Feedback sessions have been held at all the participating schools and companies, the response from mentors and mentees alike has been hugely positive. The vast majority of participants are meeting regularly and finding their sessions constructive, informative and fun!

A successful meeting with company co-ordinators was held in February 2002 to review the year so far (feed back was very positive) and plan for 2002/2003. There is also a mentor forum and pupil forum giving programme participants a chance to air their views and contribute new ideas for next year. Hackney Schools Mentoring Programme has also just applied to the National Mentoring Network for approved provider status - a quality assurance standard.



*"347 pupils and 221
mentors have joined
the Hackney School's
Mentoring Programme
since September 2001"*

“The Mile End Park is a very visible success from the Green Bridge to the Environment Centre and the Children’s Arena. it has brightened the life of the East End. ELBA members have played key roles in its rebuilding.”



local

partnerships



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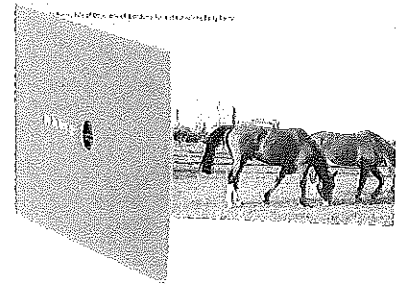
Mile End Park

ELBA, working in partnership with the London Borough of Tower Hamlets and the Environment Trust pioneered a park for the 21st century with high degrees of security for those using it and first class amenities including a new Art Pavilion and the Ecology Centre.

One of our members HSBC, who will shortly be moving to Canary Wharf, has made a very considerable input to the process with a generous donation of £2m for the new Children's Arena now being built. The 300 residents who in 1995 worked over a weekend to devise the transformation of the Park, can now see how much of their vision has already been achieved.

E-VOLVE

E-Volve is an employee volunteering project run by ELBA in partnership with Volunteer Action Tower Hamlets, funded by the Isle of Dogs Community Foundation with grants from the LDA, SRB5 and ESF. The project was established in 2000 to work with Canary Wharf based companies to stimulate volunteering with local voluntary organisations on the Isle of Dogs. The Project Manager works with both the private and voluntary sectors to develop mutually beneficial projects. Voluntary and community organisations benefit from the professional expertise and other skills brought from the private sector, while employee volunteers (and their companies) gain new skills and experience to enhance their career development. The project has already produced over 50 volunteering opportunities and 150 attendees at team challenges.



Banking on Shadwell



Banking on Shadwell is the result of a partnership between Deutsche Bank, Shadwell Connecting Communities and East London Business Alliance. All three parties are working to broker the skills and talents of Deutsche Bank staff with the needs of grass roots community organisations in Shadwell. We aim to support

the regeneration of the area and to focus the activities of skilled and enthusiastic Deutsche Bank volunteers in this area to have maximum impact.

Deutsche Bank has committed itself to this initiative which will extend over several years. Several of the Bank's offices are very near to Shadwell and the programmes which the Bank are sponsoring are intended to extend to Shadwell and its residents some of the opportunities and resources of the City.

ELBA

members



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*Accenture
Allen & Overy
Aon Limited
Axa Real Estate Investment
Managers Ltd
Bank of England
Bovince Ltd
BT
Canary Wharf Group plc
Cityside Regeneration Ltd
CMS Cameron McKenna
Community Links
Corporation of London
Creative Intelligence
Credit Suisse First Boston
Deutsche Bank
DLR Ltd
Dresdner Kleinwort Wasserstein
East London Chamber of
Commerce & Industry
East Thames Housing Group
Engenica
ExCel
Financial Services Authority
Ford Motor Company
Hackney Chamber of Commerce
Hackney Learning Partnership
Hackney Training and
Employment Network
HBV Enterprise
HSBC
ING
John Grooms Association
Kingsmead Homes (Hackney) Limited
Laing Homes Ltd
Linklaters and Alliance
Local Learning & Skills Council
London Borough of Hackney
London Borough of Newham
London Borough of Tower Hamlets
London City Airport
London Development Agency
London Electricity Plc
London First
LPN
Man Group plc
Marsh Ltd
Metropolitan Police
Morgan Stanley
Newham Asian Business Association
Newham Education Business
Partnership
News International Plc
North East London Health Authority
Peabody Trust
Prudential plc
Queen Mary University of London
Railtrack, East Anglia
Reeve Hepburn
RENAISI
Schroder Investment Management Ltd
Shaftesbury Housing Group
Spitalfields Small Business Association
Stephen Timms, MP
Stratford Development Partnership
Tate & Lyle Sugars
Tesco
Thames Gateway London Partnership
Thames Gateway Technology Centre
Thames Water
The Bishop of London
The British Library
The Environment Trust
The Spitalfields Market
Community Trust
Tower Hamlets Education
Business Partnership
Tower Hamlets Housing Action Trust
Trinity Mirror
UBS Warburg
Willis
Workspace Group Plc*

East London Business Alliance

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