

# EAST LONDON BUSINESS ALLIANCE

Turning Values into Action

Working in the boroughs of Barking and Dagenham,  
the City, Hackney, Havering, Newham, Redbridge  
and Tower Hamlets

**John Reeve, Executive Chairman, Willis**

*"My involvement with ELBA has convinced me that the contribution companies can make in developing their local communities can be immense. A partnership of the private, public and community sectors can provide a powerful catalyst to stimulate the regeneration of severely deprived areas and create far reaching economic and social benefits".*

East London Business Alliance (ELBA) is an independent business led and funded alliance working in partnership with public and voluntary organisations. ELBA uses the skills, influence and resources of the private sector to maximise support for the social and economic regeneration of East London.

The scale and complexity of the economic and social problems of East London means that charitable donations from companies are, by themselves, not enough. ELBA is seeking to create sustainable partnerships with local community organisations resulting in the pooling of ideas, skills and experience. Involvement also benefits the individual businesses who increasingly see corporate social responsibility as an essential component of a successful business strategy.

The primary focus of ELBA is to actively involve business in the achievement of:

- A skilled workforce
- Integrated transport
- High quality schools
- Business growth and inward investment
- A quality environment
- Healthy communities
- Decent, affordable housing

In pursuing its objectives ELBA acts primarily as a catalyst and a facilitator rather than a mainstream delivery vehicle.



*The Green Bridge at Mile End Park  
Photo: Chris Gascoine Architect: CZWG*

ELBA makes a difference by facilitating:

- **Employee volunteering** – the provision of staff time and expertise to enable local organisations and regeneration programmes to access business skills
- **Links with education programmes** – mentoring, reading and numeracy programmes, school governors, headteacher mentoring through the Education Business Partnerships
- **The donation of equipment, products, venue and facilities**
- **Employability programmes** – work experience, interview coaching, CV preparation, personnel advice, use of local labour, job seeking seminars
- **Local purchasing** – quality supply chains and procurement from accredited local businesses
- **Business input into Government programmes** – Education Action Zones, Health Action Zones, New Deal for Communities etc

## The Benefits to Business

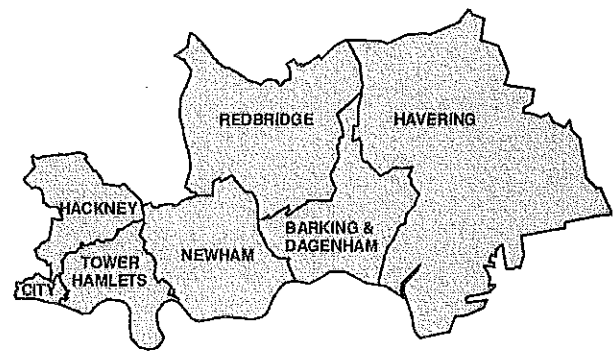
**Bill Alexander, Chief Executive,  
Thames Water**

*"Being a good Corporate Citizen makes good business sense; business competitiveness requires an inclusive and cohesive society. ELBA's expertise in linking Thames Water to the community in East London helps guide our investment to where it is most needed".*

Membership of ELBA is mutually advantageous meeting both business and community objectives through active participation in projects.

The benefits to business include:

- **Staff development** – improved employee motivation and development of new skills
- **Staff recruitment** and retention – an additional marketing tool both internally and externally
- **Enhanced company image** – to customers, stakeholders and the local community
- **Revival of economic activity in the local area** – consequent growth in custom and business opportunities
- **Development of a skilled local labour force** – the creation of a quality employment pool in terms of skills shortages
- **Understanding local regeneration initiatives** – enabling companies to influence decisions made locally about their immediate environment

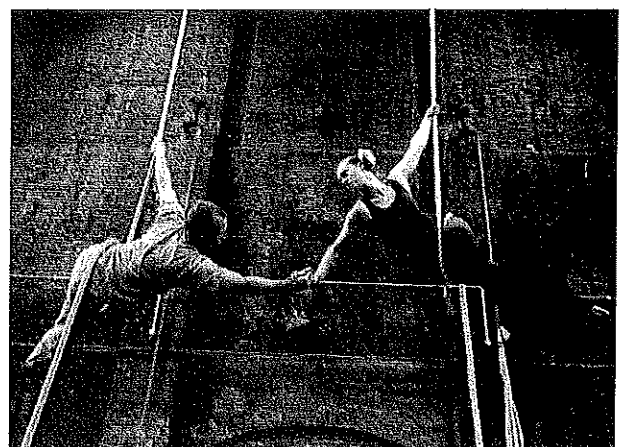


The ELBA Area

If you are interested in working with us please contact:

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Circus Space Trainees, London 1999  
Photo: Gideon Mendel / Network

## ELBA Members

Axa Real Estate Investment Managers Ltd	London Borough of Tower Hamlets
BAA – Stansted Airport	London City Airport
Bank of England	London Electricity plc
Blockbuster Entertainment Ltd	London First
Bovince Ltd	Marsh Ltd
BT	Metropolitan Police
Canary Wharf Ltd	Morgan Stanley Dean Witter
Cityside Regeneration Ltd	Newham Asian Business Association
Clifford Chance	News International Plc
CMS Cameron McKenna	Peabody Trust
Community Links	PricewaterhouseCoopers
Corporation of London	Queen Mary & Westfield College
Creative Intelligence	Railtrack, East Anglia
Deutsche Bank	Reeve Hepburn
DLR Limited	RENAISI
Dresdner Kleinwort Benson	Shaftesbury Housing Group
E D & F Man	Silverlink Train Services Ltd
East London & The City Health Authority	Stratford Development Partnership
East London Chamber of Commerce & Industry	Tate & Lyle Sugars
East Thames Housing Group	Thames Gateway London Partnership
Edward Lumley Holdings Ltd	Thames Water
ExCel	The Bishop of London
Financial Services Authority	The British Library
Focus Central London	The Environment Trust
Ford Motor Company	The Spitalfields Market Community Trust
Government Office for London	Tower Hamlets Education Business Partnership
Hackney Business Venture	Tower Hamlets Housing Action Trust
Hackney Education Business Partnership	Trinity Mirror
HSBC	UBS Warburg
ING Barings	University of East London
Kingsmead Homes (Hackney) Limited	Willis
Laing Homes Ltd	Workspace Group Plc
LETEC	
London Borough of Hackney	
London Borough of Newham	

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