



January 2008

Success Stories

A round up of South Bank Employers' Group key achievements in 2007

Public Realm

Improving the South Bank's physical environment takes in capital projects, public realm management, security as well as the crucial role of coordinating various schemes and developments.

- Opened the King's College Plaza, which has turned an ugly service road into a relaxing public space.
- Switched on the new lighting scheme which has enlivened the IMAX underpasses and improved pedestrian safety. This completes the interim refurbishment programme for the IMAX subways.
- Under a commission from the LDA, we launched an international design contest to find a team which can conceive a new vision for Waterloo with the creation of Waterloo City Square. This project is at the centre of the Mayor's recently published Waterloo Opportunity Area Planning Framework.
- Identified and agreed the priority urban realm projects in the South Bank area and will now lobby for funding.
- Developed the South Bank Security Strategy, appointed a Security Coordinator and launched the South Bank Community Safety Zone.
- Coordinated stakeholders on a number of subjects such as the management of the former International Terminal at Waterloo Station.
- Launched the South Bank graffiti removal service which has removed over 3000 tags from our streets, in less than 12 months.

Employment & Skills

Our Employment & Skills team works directly with major local employers and their sub-contractors to convert jobs in the South Bank area into employment opportunities for local people. The team also manages the Waterloo Job Shop which works directly with candidates to improve their skills and find them suitable work.

- Secured huge commitment to our employment and skills activities with **over 40 employers** providing us with job vacancies, work placements and mentoring.
- These employers include our members such as Network Rail, LDA and British Airways London Eye through to other organisations, from Lambeth PCT and London College of Communications, to Veoila Environmental Services and MPM Graffiti Solutions.

- We **filled 26 porter vacancies** with local candidates at a one-day recruitment event held at Guys & St Thomas's Hospital Trust.
- We continued to run the Waterloo Job Shop which **placed over 150 people in jobs**, 45% of whom were on benefits and from a deprived ward in Lambeth, Southwark or Wandsworth.
- We **trained over 245 people** in skills such as confidence building, CV writing and interview techniques.
- A further **350 local people have registered** with us for job vacancies and training.

Destination Marketing

The South Bank Marketing Group is a successful tourism consortium made up of the area's attractions, cultural venues, hotels and other interested parties such as universities and transport providers.

- **Increased membership** of the South Bank Marketing Group by 50%.
- **Launched www.southbanklondon.com**, the new destination web site for South Bank.
- **Scooped Gold** with our new web site in the Visit London Awards for Best Visitor Information Initiative.
- Created an exclusive South Bank shopping bag which was so popular that even **celebrities** like Kevin Spacey, Rosamund Pike and Zoë Wanamaker sent us thank you notes!
- Completed and published the Legible London Feasibility Pilot Report for Transport for London with a view to running a trial of a new way finding system in 2008.
- Commissioned a film production company to start a year-long project to produce a South Bank **Promotional Film** for launch late 2008
- Launched a **concierge training scheme** to provide front of house hotel staff with regular updates on the area, from what's on to new restaurant openings.

Other

South Bank Employers' Group works closely with partners such as Lambeth Council and Communities & Local Government as well as managing the secretariat for South Bank Partnership and hosting the North Lambeth and North Southwark Sport Action Zone.

- South Bank Employers' Group achieved recognition from the Department of **Communities and Local Government** in two ways. Firstly, as a model of best practice for town centre management in its Business & Town Centres project, being delivered by PriceWaterhouseCoopers. SBEG's voluntary, business-led model is viewed as a trailblazing approach to managing neighbourhoods. Secondly, South Bank has also been selected as one of 12 pilots across the UK to pioneer the CLG's Neighbourhood Charters programme.
- South Bank Employers' Group also played a significant role as the main business representative on Lambeth First, Lambeth's Local Strategic Partnership.
- **South Bank Partnership:** Launched the South Bank Partnership Manifesto which has received endorsement by the boroughs of Lambeth and Southwark,

Mayor of London, central Government and other key stakeholders. Also, secured funding for a dedicated South Bank Partnership secretariat and the appointment of a Partnership Manager to maximise the role of the Partnership and the South Bank Forum in improving the neighbourhood and engaging the community.

- **Sport Action Zone:** Continues to go from strength to strength. This year, official visits from David Cameron, HRH Princess Royal, Michael Jordan and the Miami Dolphins serve to indicate SAZ's fantastic reputation for delivering community sports and physical activities. For more details see SAZ's recently launched web site, www.thesportactionzone.org.

- Ends-

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Notes to Editors

About South Bank Employers' Group

- South Bank Employers' Group is an association of the major organisations in the South Bank, Waterloo and Blackfriars with a long term commitment to improving the experience of the area for employees, visitors and residents.
- Members of South Bank Employers' Group include: British Film Institute, Coin Street Community Builders, Ernst & Young, Guy's & St Thomas' Hospital Trust, IBM UK Ltd, ITV, King's College London, London Development Agency, London South Bank University, National Theatre, Network Rail, P&O Developments, Shell, Southbank Centre, The London Eye Company.