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**Big businesses make good neighbours  
Government recognises South Bank's innovative business-led  
approach to neighbourhood management**

The big businesses of South Bank, Blackfriars and Waterloo in central London have won recognition from Communities and Local Government (CLG) for their innovative business-led approach to neighbourhood and town centre management, by being invited to join CLG's Business and Town Centres Project.

Joined together for the past 15 years under the auspices of the South Bank Employers' Group, the South Bank's large organisations share the desire to improve the experience of the area for employees, residents and visitors alike. Acknowledging the success of the Group, in improving the urban environment; promoting South Bank as a visitor destination; assisting local people to gain skills and employment; and delivering the highly regarded North Lambeth and North Southwark Sport Action Zone, CLG is keen to share the Group's experience and approach to neighbourhood management with other parts of England.

Commenting on the new relationship between CLG and South Bank Employers' Group, **Jim Fitzpatrick, Minister for London**, said: "South Bank is a vivid and practical example of why neighbourhood partnerships work. CLG has recognised that South Bank Employers' Group is unique and will be working with them to see how their successes can be replicated."

Peter Matthew, Deputy Director for Community Renewal and Liveability at **Communities and Local Government** comments: "We are committed to improving the quality of our neighbourhoods and town centres. That is why we are

working to support innovation in business-led partnerships aimed at tackling liveability issues and to making places cleaner, safer and greener. South Bank Employers' Group is a good example of the type of innovation we want to see more of."

**Ted Inman, Chief Executive, South Bank Employers' Group** says: "For many people, local governance is nothing more than a buzzword but it is something South Bank Employers' Group has been successfully doing for the past fifteen years. It is heartening to know that the Government is taking neighbourhood management seriously and sees our business partnership as a model for genuine local delivery. "

## Notes to editors

### About South Bank Employers' Group

- South Bank Employers' Group is a non-profit association of the major organisations in the South Bank, Waterloo and Blackfriars area with a long-term commitment to improving the experience of the area for employees, residents and visitors.
- Members of South Bank Employers' Group include: British Airways London Eye Company, British Film Institute, Coin Street Community Builders, Ernst & Young, Guy's & St Thomas' Hospital Trust, IBM UK Ltd, ITV, King's College London, London and Continental Railways, London Development Agency, London South Bank University, National Theatre, Network Rail, P&O Development, Shell, South Bank Centre
- For the past 15 years, the Group has played a leading role in transforming the South Bank with a variety of high profile projects, such as creating the Riverside Walk which now attracts over 15 million visitors every year, and branding the area through signage and street furniture.
- The business plan is available to download at [www.sbeg.co.uk/about\\_strategy.htm](http://www.sbeg.co.uk/about_strategy.htm)
- For more information see [www.sbeg.co.uk](http://www.sbeg.co.uk)

### About Communities and Local Government

- Communities and Local Government's vision is of prosperous and cohesive communities, offering a safe, healthy and sustainable environment for all [www.communities.gov.uk](http://www.communities.gov.uk)
- CLG's Business and Town Centre Project is a two year initiative working with partners in 20 local areas in England to develop a more ambitious agenda and practical resources for town centre management and business-led partnerships, including Business Improvement Districts.
- The BTCM project is managed by PricewaterhouseCoopers and is due to be completed in March 2008.