

## **“Building Opportunities”**

Wates and Business in the Community (BiTC) have been working together on a ground breaking research project looking at how businesses and Housing Associations can work together to increase the positive impact that businesses can have in the communities in which they work.

The project, developed with the support of a range of companies and Housing Associations including Accord Group, Axis Europe, Chartered Institute of Housing, East Thames Group, Housing Corporation, Housing Forum, Grainer plc, Lloyds TSB, Midland Heart, Reed in Partnership and The Riverside Group looks specifically at:

- Developing the business case for businesses working with RSLs to support local communities
- Identifying best practice examples of how different types of businesses engage with communities through RSLs in different ways
- Understanding what activities unlock the greatest value for all stakeholders

The research was undertaken by Helen Cope BA (Hons.) FCIH Cert.HFE, an independent and nationally recognised consultant with 30 years experience in housing and regeneration. A former Chief Executive of East Thames Group, Chair of the National Housing Federation and Stratford City Challenge, Helen is currently chair of the good practice validation panel of Housemark, an advisor to English Partnerships on the London-Wide Initiative and to Greater London Authority on the Mayor’s Housing Strategy for London.

The project delivered a research report and a practical toolkit for companies and RSLs wanting to forge relationships. It also produced a guidance note for RSLs with helpful guidance on setting up partnerships.

The reports are available to download from this website.

Filename: BiTC Overview.doc  
Directory: C:\Documents and Settings\dhemsley\Desktop\bitc  
Template: C:\Documents and Settings\dhemsley\Application  
Data\Microsoft\Templates\Normal.dot  
Title: "Building Opportunities"  
Subject:  
Author: Authorized User  
Keywords:  
Comments:  
Creation Date: 28/05/2008 1:56 PM  
Change Number: 2  
Last Saved On: 28/05/2008 1:56 PM  
Last Saved By: dhemsley  
Total Editing Time: 3 Minutes  
Last Printed On: 28/05/2008 1:59 PM  
As of Last Complete Printing  
Number of Pages: 1  
Number of Words: 253 (approx.)  
Number of Characters: 1,447 (approx.)