

we do

look at what



**FutureProofCIC**  
Better Business, Stronger Communities

## Bricks and mortar

### A new Charter to drive real local benefit



Adur & Worthing Councils knew the key to a dynamic and prosperous local economy was to champion a local focus from the region's businesses. They challenged us to define a way of doing just that – creating a mechanism that would see larger firms and developers looking locally for community outreach, education & skills, and procurement requirements.

### The need

The local economy includes a number of large companies and a strong development profile. The question was "how can the benefits of these be directed to the local SME's that make up around 92% of the local economy".

### Our role

We knew that the real focus of this programme was behaviour change. So we set about creating a mechanism that developers and businesses could easily get involved with – expectations were simply defined, reporting metrics were suggested and clear information was provided about the level of support available from the local council and other groups. Through our research process we investigated two other similar schemes and brought the best of these to bear on the new Charter. We also went and interviewed businesses already following the principles of the Charter – they became the case studies that would be used to inspire others to follow suit. This enables potential supporters of the Charter to understand the benefits that their organisation will realise.

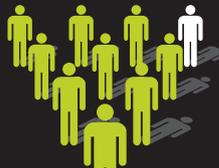
### The output

The new Charter and three individual supporting case studies were produced that highlighted the way the Charter would work and the benefits that getting involved would bring. Adur and Worthing Councils go live with the Charter in October 2013 and are expecting much interest from their local business community.



**6,000** SME's across the districts  
making **92%**  
  
of the local economy

**Worthing**  
  
best place to do business in the **UK** (Santander)

**9/10**  
  
people enter work with a SME (BitC)



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