

Benefits at a Glance

Everyone / The Community

- Produces economic well being and economic growth in area
- Attracts inward investment
- Gives competitive regional advantage
- Produces social well being / improves quality of life
- Develops partnership between private & public sector
- Encourages corporate social responsibility
- Provides sustainable investment for ongoing capital projects/services
- Creates a positive sense of place and enhanced feeling of safety and wellbeing – provides community pride

Businesses / The Occupier

- Increases footfall
- Increases consumer spend and sales – can lead to increase in profits
- Reduces costs (crime reduction, joint activities, e.g. promotions/marketing)
- Is flexible to address the issues of individual sectors
- Gives businesses a local voice
- Creates more appealing environment for employees
- Fair to smaller businesses
- Fair system, those that invest, benefit – no freeloading
- Can decide and vote for action before making the investment
- Can control process, monitor results and terminate it easily – flexible

Local Authorities

- Harnesses private sector management/organisational drive and skills
- Promotes greater understanding of the role of LAs
- Provides new, sustainable investment and doesn't detract from other resources
- Has commercial support

Property Owners

- Assists capital value growth
- Increases rental values of property and area
- Increases an area's desirability and attracts occupiers
- Increase in trade which affects turnover based rents (some retail)
- Could help properties away from main footfall areas
- Good PR for company locally and regionally
- Forges positive links with council