



CiviCon22

Universities Working in Partnership

A Week of #TrulyCivic Events

**Sheffield
Hallam
University**

Wednesday 15th June:

Universities and Businesses: levelling up together

This session will commence at 10:30



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#CiviCon22 #TrulyCivic

www.civicuniversitynetwork.co.uk



Lord Steve Bassam

Business in the Community



Danielle Cohen

Power to Change



Ian Taylor

University of Oxford



Dion Williams

Lancaster University



Katie Taylor

Southern Water



Andrew Brown

Anglian Water



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PARTNERSHIPS IN PLACE

The Business of Levelling Up





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Trying to understand

How can society harness the energy of business for place-based transformational change?





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Education is vital

‘Different types of educational institutions were not only essential vectors for the activities of partnerships but were essential members of the partnerships themselves.’



Call for Evidence

- Long form written submission
- Verbal evidence (evidence sessions, interviews, fact-finding visits, roundtables)
- 21 questions (mostly open)
- With 7 multiple choice questions





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Evidence

- Spoke to over 70 organisations
- Over £100bn in turnover in 2021 of the business contributors
- Local governments from across England and Scotland (+National Association of Local Councils & the LGA)
- Various civil society organisations (charities, universities, etc.)





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Action is needed

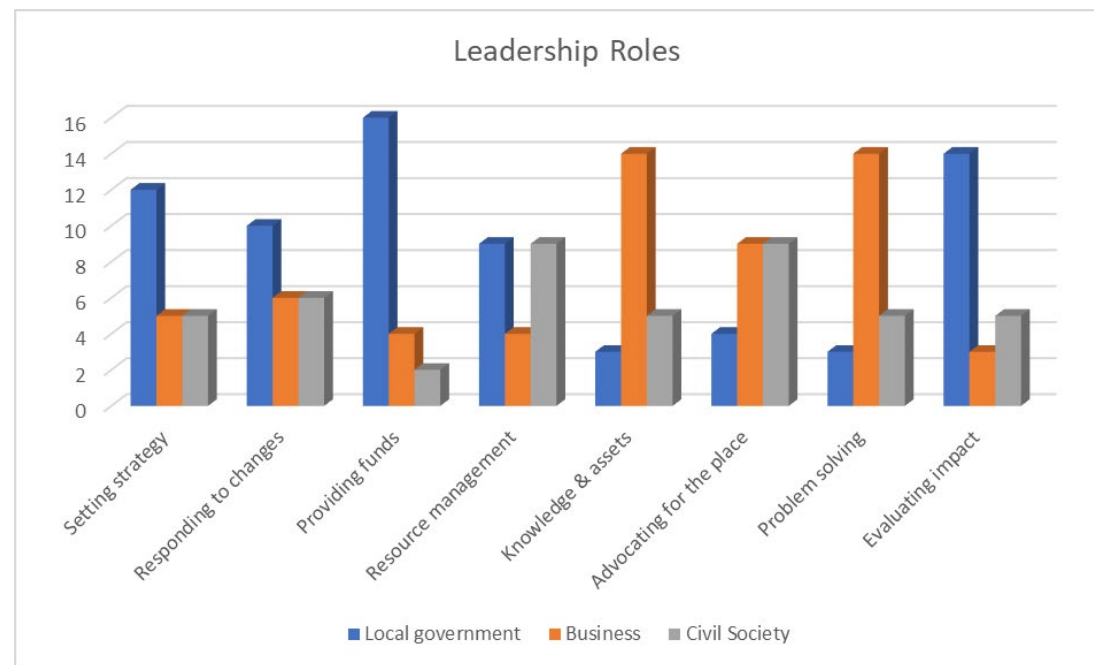
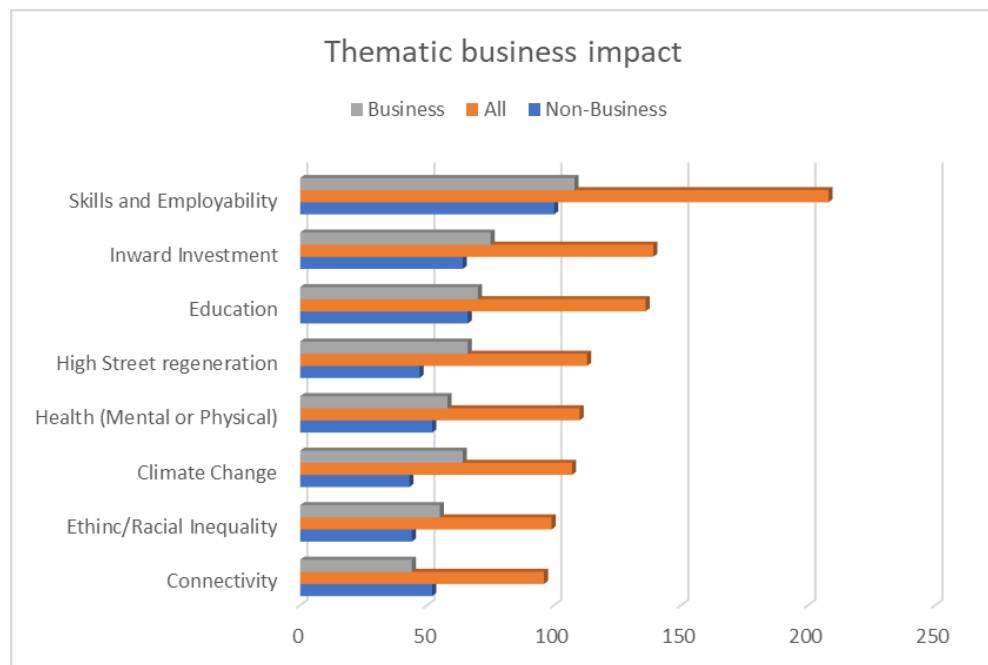
On a scale from 1-10, how would you rate the current environment as being conducive to businesses contributing to regenerations efforts?

Average assessment overall was 5.9 out of 10

Lowest scores of only 2 out of 10 were from very large businesses (revenues of multiple billions of pounds)



'A place-based approach has been a really good way of showing that much deeper engagement with communities... [it has] opened up projects and opportunities that we would never have come across before... It now seems blindingly obvious, but we had never done it that way.' – Peter Simpson, CEO of Anglian Water





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Report

- Section 1

An examination of the overarching situation to identify government and policy recommendations

- Section 2

Best practice compiled from the experiences of organisations that initiated place-based approaches in partnerships

- Section 3

Roles in Place-based Partnerships, how partners can play to their strengths and support each other





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Universities

- Evidence from several universities; e.g. Plymouth, Bradford, Sussex, East Anglia
- Heard how universities are engaging with place-based partnerships as in Coventry, Blackpool & Sheffield
- Business connection is vital and should be nurtured
- Civic Universities Agreements are an asset that should be leveraged! 70-75% of all universities have signed up to the responsibility





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KEY FINDINGS & RECOMMENDATIONS

14 core recommendations associated with 4 key findings

These synthesise analysis from within the report





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KEY FINDING ONE: COLLABORATION IS ESSENTIAL

Local and cross-sector partnerships are the most effective medium for businesses to engage in place-based regeneration and levelling up. These partnerships should include business, local government, community organisations, educational institutions, and other local anchor organisations.





RECOMMENDATIONS:

- 1. All sectors need to work together to form place-based collaborations.**
- 2. The Business Connector, Champion, and Ambassador roles are crucial in establishing and maintaining place-based partnerships.**
- 3. All partnerships need to deliver early action, understand the local issues and opportunities, develop a vision & action plan, and measure their impact.**





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KEY FINDING TWO: **BUSINESS LEADERSHIP DRIVES SUCCESSFUL PARTNERSHIPS AND PLACE-BASED TRANSFORMATION**

Business leadership at a senior level is integral to tackling the key issues in a place.



RECOMMENDATIONS:

- 1. (4) Partnerships need to be driven by an independent chair.**
- 2. (5) The need to secure senior-level business buy-in to effectively participate in partnerships.**
- 3. (6) Business should play a key role in tackling the challenges of a place.**





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KEY FINDING THREE:

THE UNIQUE RESOURCES OF EACH PARTNER NEED TO BE LEVERAGED

Different members of a partnership are likely to have a unique set of skills, relationships, and resources that need to be utilised to build effective partnerships and tackle the key issues in a place.



RECOMMENDATIONS:

1. **(7) Business, civil society organisations, and local government should each play a key role in setting a strategy for a place.**
2. **(8) Business should utilise its knowledge & assets to benefit the partnership and the wider community.**
3. **(9) Businesses should advocate for their place on a national level.**
4. **(10) Businesses should harness their supply chain to engage more organisations in a partnership.**





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KEY FINDING FOUR:

CENTRAL GOVERNMENT NEEDS TO DO MORE TO INVOLVE BUSINESS IN LEVELLING UP



RECOMMENDATIONS:

1. **(11) Central government needs to facilitate effective local partnerships, that will work closely with Levelling Up Directors, through funding Connectors.**
2. **(12) Town Deal Boards have the potential to be further utilised to deliver the levelling up missions, but central government needs to ensure they are truly business-led and give them increased revenue funding to enable them to operate as an effective place-based partnership.**
3. **(13) Levelling up funding needs to be flexible, long-term, localised and aligned with the levelling up missions to maximise the engagement of business and deliver transformative change.**
4. **(14) A place-based approach by business could be empowered by incentives that direct attention and resources to places.**



Thank you



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