

# Media toolkit



**Locality is a network of over 500 community-led organisations. We believe in social justice, collective action and self-reliance through enterprise and common ownership. Together we form a powerful movement for social change.**

Our vision is to make every community a place of possibility - through social action, community enterprise and community asset ownership.

We want to see communities where people can take control of their lives, where they can feel happy and safe, and where they can feel a sense of pride and ownership.



We'll achieve our vision through our mission: to grow the leading nationwide network of multipurpose, community-led organisations, building on the strengths of our most ambitious and effective members.

Through our network we will strengthen current and aspiring members to promote community enterprise, community asset ownership, and social action within their communities.

We welcome new members - find out how you can join Locality.

## Our history

Locality was formed on 1 April 2011 by the merger of bassac and the DTA, both organisations with a rich history.

### bassac and the Settlement Movement

The Settlement Movement began in the 1880s as a response to the urban poverty and social problems caused by industrialisation. This movement created "settlement houses" which offered social services to the urban poor and campaigned for social justice and equality.

bassac began life as the Federation of Residential Settlements in 1920 and became the British Association of Settlements and Social Action Centres in 1978.

### Community assets, social enterprise and the DTA

The Development Trusts Association was founded in 1993 to help groups set up community enterprises and to promote community ownership of land and buildings.

Asset ownership has a long history. For generations people have called for land and buildings to belong neither to private landowners nor the state, but instead to be controlled by local communities for the common good.

Community enterprises are community owned and led organisations that are trading for social purpose and for the benefit of their community. From medieval guilds to the Co-operative Movement and beyond, social enterprise has been a force for change.

## Merger

bassac and the DTA were both leaders in their respective fields, shared a commitment to supporting community-led organisations and had expertise in enterprise, collaboration, community asset ownership and community development. The DTA and bassac even shared an office, now Locality's headquarters.

Merger seemed the natural next step. DTA and bassac members voted in favour of a merger in November 2010.

## Our members

We are a movement of over 500 inspiring community-led organisations and 200 associate partners.

### Full Members

Organisations who fully meet the core membership criteria are entitled to the full range of our products and services, as well as contributing towards the governance of Locality through voting rights at the AGM and/or Board representation.

Core membership criteria:

- **Community led** - led by local people and developing joined-up approaches to meet the many needs of a community of place.
- **Committed to driving social change** - bringing about positive economic, social or environmental change to make communities fairer and more inclusive.
- **Committed to community enterprise** - earning income for community benefit, not for private profit and aiming for long-term sustainability.
- **Developing assets** - maximising community assets: people, community enterprise, land and buildings
- **Independent** - working in partnership with other sectors and stakeholders but accountable to the local community and free to determine their own direction, priorities and objectives.

### Associate Members

'Provisional' members who are working towards fully meeting the membership criteria and other organisations (like national VCS bodies, local authorities and consultancies) that support the values and objectives of Locality. Associate members do not have voting rights at the AGM but are regarded as key partners and can access most of our products and services.

Our movement currently includes 200 associate members, including community partners, local authorities, housing associations, private businesses, social lenders, regeneration partners, enterprise agencies, consultants, academic institutions and individuals.



# Our work

## Community enterprise

The UK has a long and proud tradition of community enterprise. The phrase 'community enterprise' goes back many decades, pre-dating the more recent concept of 'social enterprise'.

Run by a community as well as for a community

Community enterprise is a significant sub-sector within the wider social enterprise sector.

### Case study

Co-op shops around the Midlands are selling jam made by produced, bottled and labelled by Saffron Lane Neighbourhood Council, a community enterprise based in the Saffron Lane estate, one of the most deprived neighbourhoods in the country.

Last Christmas Saffron Lane partnered with the Central England Co-operative to sell 750 jars of plum jam and spiced apple chutney in their shops.

It shares the same definition as social enterprise: an organisation trading for social purpose with profits reinvested rather than going to shareholders.

But a community enterprise is more specific in that it is based in, and provides benefits to a particular local neighbourhood or community of identity. A community enterprise is owned and managed by members of that community. It is an organisation run by a community as well as for a community.

Some community enterprises go further and develop a range of different enterprises, products, services and projects to meet a range of different social, economic and

environmental needs in their community. They provide a more joined-up approach to tackling often deep-rooted and complex issues. This type of community enterprise is called a development trust, and most development trusts aim to acquire and develop local land and buildings.

## Community asset ownership

**We believe community assets help community organisations to develop a thriving and diverse civil society and promote long-term resilience.**

Community assets are land and buildings owned or managed by community organisations. These assets cover a wide spectrum and include town halls, community centres, sports facilities, affordable housing and libraries.

Not all land and buildings are community assets. We believe that land and buildings are only community assets if they are capable of generating a profit that can be reinvested into activities that benefit the community.

### Case study

If it wasn't for the enterprising villagers of Hudswell, an attractive village in Swaledale, The George & Dragon would be yet another pub where last orders were called for the final time.

Yet, thanks to their imagination and innovation, it has now reopened as a community pub. And, more importantly, it is becoming a focal point for all local residents - with part of the premises becoming a library, a small village shop, and allotments at the back.

## Social action

**Locality believes that communities, organisations and individuals can work together to improve their lives and shape their future.**

We believe in social action as a way of achieving this goal. Social action means taking steps to change the things that are wrong in our society and introducing new ideas and processes for doing things better in the future.

Right now, we are working with our members to:

- Training thousands of people to become community organisers and support community projects in their areas

- Dismantle the benefits trap that stops people taking up 'mini' jobs as a way back into work  
Push for better banking procedures to help people get fair and equal access to banking

## Our programmes

### My Community Rights

The My Community Rights website and free advice service run by Locality helps communities to use the Community Rights, which were introduced under the Localism Act in 2012.

The Community Rights are a set of powers that give people a greater say over how their community develops. They can help communities to save local shops, pubs, libraries, parks and football grounds. Groups of people have the chance to deliver local services and develop them into community enterprises. £55.5m in grants and financial support have been made available by the Department for Communities and Local Government (DCLG) for the running of services, ownership and management of assets, and Neighbourhood Planning and Our Place support and grants.

We help communities access these funds.

#### Community Right to Bid

***'I want to save my local pub, library, football ground'***

You can use the Community Right to Bid to 'pause' the sale of a building or land you care about, giving your community time to develop a bid to buy it. £17m in grants are available for the community ownership and management of assets.



#### Community Right to Build

***'I want to build affordable housing and other community facilities'***

The Right to Build gives communities the power to build new shops, housing or community facilities without going through the normal planning process. £17.4m of financial support is available.

#### Community Right to Challenge

***'I can do this better - I want to deliver services and set up a social enterprise'***

The Right to Challenge gives local groups the opportunity to express their interest in taking over a local service where they think they can do it differently and better. £10m of grants are available to help groups get ready to run public services

#### Neighbourhood Planning

***'I have a vision for my community - I need a neighbourhood plan'***

Neighbourhood planning powers give people the chance to decide how their local area should develop and what should be built. You have the chance to choose where you want new homes, shops and offices to be built. £7.5m of grants and direct support is available to assist groups.

## Our Place

*'I want public services and budgets to better designed for communities'*

The Our Place programme gives you more power over local services in your neighbourhood. We are supporting over 100 areas to design services making them better for all. £3.6m in support and grants are available.

## Community Organisers

**Locality runs a national training programme in community organising and a grass-roots movement for social action.**

Organising is the work of building relationships in communities to activate people and create social and political change through collective action. Together with partners, we train Community Organisers to listen to concerns of people in their area, build relationships and networks and help people take community action on the local issues that matter to them.

The Programme is funded by the Office for Civil Society and teams of Organisers are hosted by local organisations, many of them Locality members, in neighbourhoods throughout England.

## Power to Change

Power to Change is a £150m Big Lottery Funded initiative, backed by Trinity Mirror and the National Lottery, which will support community-led enterprise across England.

The Power to Change Trust is currently applying for the endowment of £150m from the Big Lottery Fund and this process is expected to be completed by the end of the year. It is envisaged that the Trust will be up and running in early 2015.

## Campaigns

### Locality's campaigns

#### Local by default

**We believe it's time for a new approach to delivering our public services - one which offers people a better service and tackles the appalling ineffectiveness of the current system.**

We're proposing a new approach, 'local by default', where public services are delivered by local organisations who know the community and can deliver effective support - at the same time saving the UK an estimated £16bn a year.

It's time to challenge the government assumption that up-scaling and standardising public services as part of multi-million pound contracts saves money. The truth is these services are extraordinarily ineffective - with up to 80% of health and social care interactions shown to be unnecessary, and billions wasted on administration.

#### Case study

Ruth was a victim of domestic violence, and became a mother of six children with three different fathers. Between 1996 and 2012 Ruth experienced 129 different interactions with public-sector agencies. From running a successful business with her first husband, she deteriorated to the point where she was plagued by ill health, her children had been removed from her and she had become entirely dependent on the public purse. The difference between the actual costs of her mismanagement by various public service bodies and the estimated amount it would have cost to help solve her problems was £86,000.

## Community Allowance

Locality is hosting the campaign for a Community Allowance. The idea is to enable community organisations to pay unemployed people for part-time work without it disrupting their benefits.

It's the quickest and most obvious way out of the benefits trap which affects thousands of people and holds back communities.

It's vital that the Government adopts the Community Allowance - it solves two major issues:

### The benefits trap

At the moment most people on benefits can't take on 'mini-jobs' (part-time work of less than 16 hours a week) without being worse off than if they had stayed on benefits. Plus it can take months to readjust the benefits once the work has finished, often making it hard for people to pay their rent or feed their family.

### Help for community organisations

Community organisations are in dire need of people to take on community projects through part-time or sessional work. However the benefits trap stops unemployed people from taking on these mini-jobs, holding back communities that could develop jobs, change lives and create much needed local services.

## Community assets in dangerous ownership

**Is there a building near you at risk due to neglectful and irresponsible ownership?**

We're running a campaign to gather as much info as we can about precious buildings at risk of decay and dereliction, due to poor ownership.

## Campaigns we support

### Social Economy Alliance

Locality is a founder member of the Social Economy Alliance. We will be campaigning for a more social economy from now until polling day on 2015.

### End Racism This Generation

A nation-wide campaign from the Runnymede Trust, calling on individuals, businesses and organisations to take specific actions within our own lives, workplaces and communities, to tackle racial inequality that still exists in the UK.

### Who Benefits?

Locality is a member of the Who Benefits? campaign, giving a voice to the millions of us who have been supported by benefits at some point in our lives.

## Policy

**We work to represent and support our members on a wide range of issues in the media and in Westminster. We campaign to make the voices of our members and their communities heard.**

Our members' experiences are at the heart of all our policy and campaigns work. Read our policy position statement [Here We Stand](#), which sets out our position on key issues such as public spending cuts and the Big Society.

The experiences of our members are central to our policy work. They add strength to our campaigns and ensure the voices of our members are heard.

We believe that by fully engaging all parts of the community, we stand a better chance of creating a strong and empowered movement.

## Localism

Locality is a strong supporter of the spirit of localism. Our members lead the way in the practical delivery of localism, providing a range of social and economic benefits and supporting people to take control of their environment.

### The Localism Act

The Localism Act was passed in 2011 and is intended to devolve power from central government to individuals, communities and local councils.

The Act is a key piece of legislation in the government's drive for decentralisation. The measures set out in the Localism Act include new freedoms for local government, new rights and powers for communities and individuals, reforms to the planning system and reforms about local decisions made in relation to housing.

## Spokespeople

### Tony Armstrong, CEO

Previously Chief Executive of Living Streets (since 2008), the national charity for pedestrians, Tony has motivated people around the UK to take action to improve their local environments and local economies, campaigning for better quality streets, and has influenced policy to make walking safer and easier.

Before joining the third sector, Tony was a civil servant for 9 years and held a number of senior policy adviser roles in Government.



He worked on neighbourhood regeneration and renewal and health improvement and was one of the original members of staff of the Government's Neighbourhood Renewal Unit from 2001.

He was responsible for national work on neighbourhood management, and health inequalities and the development of Local Strategic Partnerships.

Tony is an experienced media spokesperson, having made numerous radio and TV appearances, including on BBC Breakfast and Radio 5 Live.

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