

Appendix 3 – Federation of Small Business (FSB) Local Leadership Partner pledge

Summary

1. The opportunities and challenges outlined in the FSB Local Leadership Partner pledge have been identified by FSB volunteers, staff, and policy experts, from their years of engagement with businesses and local governments.
2. Other Councils who have signed include Lincolnshire County Council, Lewisham, Waltham Forest, Barnet, Watford, Spelthorne, Canterbury, Medway, Tonbridge and Malling and Sevenoaks and South Kesteven District Council
3. The core part of this pledge is the ‘5 Asks of London Boroughs’ — from appointing Small Business Champions to raising awareness of public sector procurement contracts open for tender, local authority collaboration with small businesses, the self-employed and business groups, can be instrumental in creating circular economies that deliver for all stakeholders.

FSB LONDON – 5 ASKS OF LONDON BOROUGHES:

- Ensure consultations with businesses are clear, simple, and well communicated in good time.
- Visit businesses. Face-to-face contact is important for building a trusting relationship with small businesses.
- Talk to and share information with neighbouring London Boroughs.
- Give parity of esteem between residents and business.
- Have a dedicated Single Point of Contact acting as a small business champion.

Details and Requirements

4. The FSB don't specify any reporting requirements. Instead, they outline that the FSB Local Leadership Partner pledge is “more a direction of travel and the FSB encourages councils to support the asks and looks to create moments in the years ahead in which they can demonstrate how they are making a difference with the support of the pledge.”¹
5. As a Local Leadership Partner, the FSB offer their local, regional, and national teams support to local authorities strengthen their links with local businesses.

Conclusion

6. As the City of London Corporation meet – and often exceed – that asked of by the FSB already in their 5 Asks of London Boroughs, signing this pledge would stand as a statement of intent to not fall below this standard of service. In this sense, it actively supports our Corporate Plan outcome: Providing Excellent Services. The intention to sign the Local Leadership Partner pledge has been welcomed by City Corporation officers, with no objections registered.

¹ <https://www.fsb.org.uk/resources-page/-fsb-policy--local-leadership.html>