

BUSINESS CASE STUDY:

Peel Holdings

Peel is one of the leading property and transport companies in Britain with most of its operations based in the North West of England. Its activities range from property investment and development to owner-operator of the Manchester Ship Canal, Liverpool and Birkenhead Docks, Liverpool Airport and the Trafford Centre.

The company believes in putting down roots and making a long-term commitment to the areas where it operates. It makes investments relevant to local communities. Partnership working is very much part of its approach and the company particularly values working together with regional and local government and agencies to bring about developments which would otherwise not occur.

The company is committed to the conservation of the environment, both built and natural, throughout its estate. It has a continuous programme of restoration of listed and other historic buildings, for example setting up the Bridgewater Canal Trust. It works with organisations such as local conservation groups, the RSPB and the Forestry Commission to improve conditions for the flora and fauna within its properties.

Peel works with local communities providing access to open spaces. It has a strong community education programme based in the Trafford Centre. It has sponsored research on Sustainable Urban Futures.

The Manchester Ship Canal Company was one of the founder members of the Campaign

Why is Peel Holdings involved with MBC?

The company is a major stakeholder in the region; it owns a major waterway. Its interests in long-term sustainable development of both land and business (especially transport) are very much aligned with those of the campaign. It sees partnership working as a means to engage with the local community all levels and in all sectors (business, government and voluntary).

How is Peel Holdings involved?

The company is involved through financial support and through employee commitment (including senior management on the Council and the Business Foundation). It has been closely involved in specific projects such as the development of the coastal reserve at Speke/Garston and proposals for the Mersey Observatory. The company is a stakeholder influencing work by the Healthy Waterways Trust on water quality in the Ship Canal.

What are the benefits of involvement to Peel Holdings?

The business benefits from the mutual reputation building implicit in effective partnership working. It adds substance to the company's commitment to a sustainable regional economy and better enables it to influence key developments such as regional parks. Working with the Campaign gives employees opportunities to widen their understanding of the business and to ensure the reality of 'corporate social responsibility'.