



COMMUNITY  
STRATEGY

DERWENT  
LONDON

# EXECUTIVE BOARD INTRODUCTION

We are very pleased to introduce this, the first Derwent London community strategy, which clearly sets out what we want to achieve with our community efforts, and how we will deliver it.

Creating value and building strong relationships with our stakeholders is important to us. We believe that our developments and spaces should create lasting benefits in the communities in which they stand.

We recognise that our activities bring a range of benefits, including supporting growth in local economies through to employment and training opportunities. However, we also recognise that we do have an impact and as such have a responsibility to ensure that this is positive wherever possible.

This strategy has been designed to build on our existing efforts and provide further impetus such that we can progress and work together with our supply chains and stakeholders to deliver even more value.

We hope you find it interesting and we welcome your feedback.

Signed on behalf of the board by:

A handwritten signature in black ink, appearing to be 'P. Williams', written over a faint circular stamp or watermark.

**Paul Williams**  
Executive Director

December 2014

## INTRODUCTION

This strategy supports our overarching sustainability strategy and articulates in more detail the approach to our community work and what it means to our business.

It sets out how we are seeking to achieve one of our four main sustainability priorities – **Creating value in the community**, by setting out clear objectives and delivery framework from which we can set meaningful direction and measure our performance.

The overall aim of our community strategy is to:

**Enable value creation and develop and maintain strong relationships within the communities in which we operate.**

We are committed to delivering this aim, but we can only do this if we build and maintain strong relationships in the communities in which we operate, and listen to our stakeholders about what matters in their areas. Only then can we understand the benefits our properties bring to local residents, business, public realm and our tenants.

## OUR OBJECTIVES

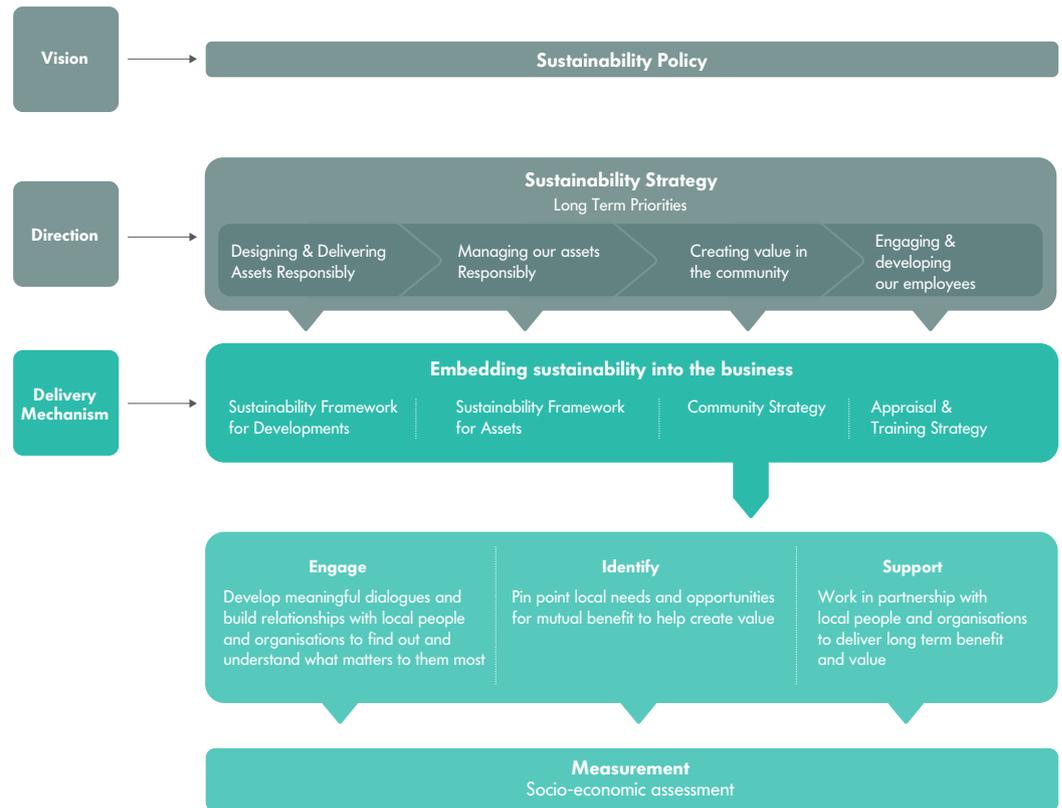
In order to help us focus our efforts in delivering this strategy we have identified a series of key objectives, which have been developed to support our overall aim and guide our work. Moreover, they will also enable us to define our performance, monitor our progress and ultimately gauge our success.

Our objectives are to:

- Ensure we positively engage the local community at the earliest opportunity when we undertake significant development activity.
- Ensure that when we start to operate in areas we explore, understand and build strong links with the local community.
- Work with our supply chains to support local training and employment opportunities.
- Encourage our employees, customers and supply chains to work with local people and organisations to help support their goals and growth aspirations.
- Support local economies by buying local wherever possible and encouraging our supply chains to do the same.

## DELIVERY FRAMEWORK

To deliver our objectives effectively it is important to have in place a clear approach to delivery. Our delivery framework for sustainability is set out in our 'Sustainability Map' which is contained in our overarching sustainability strategy. As part of that framework this strategy acts as the key delivery mechanism for our long term priority – **Creating value in the community**. However, to help focus this strategy and our efforts at a local level we developed a specific delivery model which will help us provide the requisite focus.



## ACTION PLANS

To help us deliver locally and enable meaningful value creation we will develop specific action plans for each of our major 'villages', which will be tailored to their specific needs and requirements – recognising the individuality of the areas we operate in.

Each plan will have a series of objectives and proposed activities designed to help us **Engage, Identify** and **Support** the local communities in those villages in which we work.

## MEASUREMENT

Using tools such as socio-economic assessment and footprinting we aim to demonstrate the broader social value of our buildings. Informed by an assessment on the Angel Building in 2012 we want to actively measure and monitor the scale of our impact on the communities in which we work, and use the results to refine our approach.

## CASE STUDY – FITZROVIA COMMUNITY INVESTMENT FUND

Our Fitzrovia Community Investment Fund was launched during the summer of 2013 as part of our continued efforts to strengthen our community engagement work and build strong relationships in Fitzrovia. The voluntary fund totalling £250,000 was created to go beyond our community contributions via planning and designed specifically for projects and initiatives in the local area.

Following the successful launch of the fund we have supported across a range of projects including a new community garden, rejuvenation of the multi-use games facility, parent and child classes, art projects and care programmes for the elderly.



Fitzrovia Noir – 140 Characters Or Less art project



ARTfitzrovia – Taking the next steps



Fitzrovia Youth in Action – Resurfacing of The Warren multi-use pitch and community football league

## CASE STUDY – MEASURING OUR IMPACT

To help us investigate and measure these wider value criteria, we commissioned our first study in 2012 to examine the socio-economic impact of one of our buildings – Angel Building EC1.

The results confirmed that the building has brought a significant and broad range of benefits to the local area:

- **Enhancing public realm** - £935,000 was invested in the public realm surrounding the building.
- **Enhancing the local economy** – the building now holds over 2,000 employees who each spend on average £620 per annum in the local area, with local business seeing revenue increase by as much as 20%.
- **Enhancing the local community** – local residents found that the new building increased their wellbeing compared with the building in its previous incarnation.
- **Enhancing occupant wellbeing** – occupants found that compared to other buildings they had worked in people said they felt 50% more engaged and positive, and enjoyed work relationships 20-25% more than they did previously.



Angel Building - Exterior



Angel Building - Retail



Angel Kitchen in the main lobby



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