



# COMMUNITY STRATEGY



DERWENT  
LONDON

# FOREWORD

Creating value and building strong relationships with our stakeholders is important to us. We believe that our buildings and spaces should create lasting value 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 latest version of our strategy builds on the previous version and provides further impetus, such that we can progress the efforts already made with our supply chains and stakeholders to deliver even more value.

We hope you find it insightful and welcome any feedback.

Signed on behalf of the board by:



**Paul Williams**  
Executive Director

October 2018

## 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 continue to strive 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 remain committed to delivering this aim, and recognise we can only do this if we foster and maintain strong relationships in the communities in which we operate and listen to our stakeholders about what matters in their neighbourhoods. Only then can we understand and develop the benefits our properties bring to local residents, business, public realm and our occupiers.

## OUR OBJECTIVES

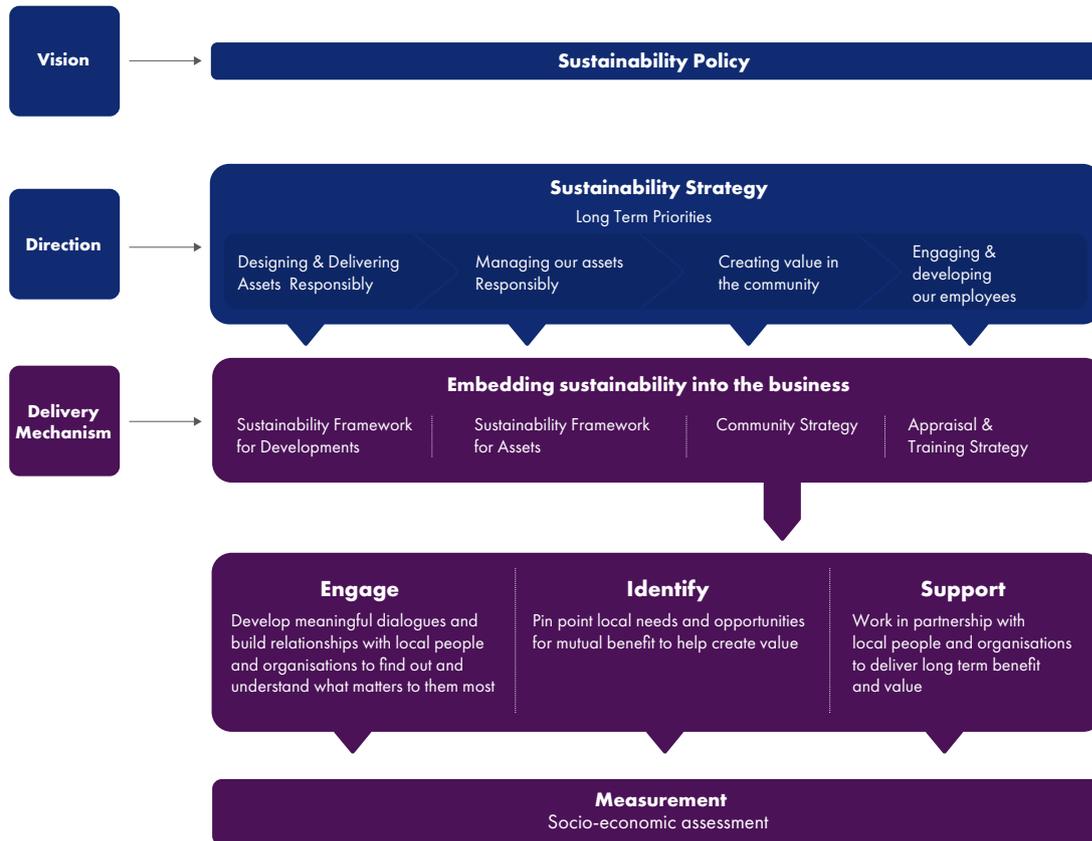
In order to help us focus our efforts in delivering this strategy we have identified a series of key objectives, which have been developed to support our overall aim and guide our work. Moreover, they will also enable us to define our performance, monitor our progress and ultimately gauge our success.

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 forge strong links with the local community.
- Work with our supply chains to support local training and employment opportunities and ensure that our supply chain is as committed as we are to operating responsibly.
- 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

For our major holdings, and those that occupy them, we aim to develop clear plans that enable and encourage them to feel truly invested in their surrounding communities, and to reinforce our three goals to **Engage**, **Identify** and **Support** areas in which we are situated.

## MEASUREMENT

Using tools such as socio-economic assessment and footprinting we aim to demonstrate the broader social value of our buildings. Since our first assessment of the Angel Building in 2012 we continue to see the value in actively measuring the quality of our actions, monitoring the scale of our impact on the communities in which we work, and using the results to guide our approach in the future.

## CASE STUDY – TECH BELT COMMUNITY FUND

Following on from the success of the Fitzrovia Community Fund, we launched our Tech Belt Community Fund in 2016. Up to £150,000 is being invested in the Tech Belt from 2016 over the next three years. The aim of the fund is similar to that of the Fitzrovia Fund - to support projects that benefit the local area and community. But given the fund's location which radiates out from White Collar Factory based on Old Street Roundabout (an area in recent years referred to as Silicon Roundabout) there is the added element of recognising the importance of projects that focus on digital skills and access into tech/start-up businesses.

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COMMUNITY FUND



Urban MBA – Starting it up! project



Ministry of Stories – children's writing programme



St Hilda's East Community Centre – Food co-op outreach programme



Quaker Court TMO – intergenerational story and drama project

## CASE STUDY – MEASURING OUR IMPACT

- Our second socio-economic study in 2015 focused on The Buckley Building.

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

- Positive response from local residents - praise for the building's design in a Conservation Area and its respectful integration into their neighbourhood's 'character'.
- Positive impact for local economy – the building holds 550 occupiers with an average annual spend of £2,016 per occupier.
- Positive impact for local independent businesses – 47% of local economic spend supports independent retail in the area
- Positive outlook for employment opportunities – new business sectors attracted to the area



The Buckley Building, Clerkenwell EC1

Our next study will focus on White Collar Factory and its impact on the surrounding Old Street roundabout area. This will be available late 2019.



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