

Community Strategy 2021



DERWENT
LONDON



Above: Calthorpe Community Garden, London WC1

Our Community Fund has supported part of Calthorpe's core funding during the pandemic.

Photo credit: Anna Barclay

Foreword

Creating a positive socio-economic impact and building strong relationships with our stakeholders is important to us. We recognise that our activities should bring a range of benefits to local communities, including supporting growth in local economies, employment and training opportunities and supporting projects that benefit the neighbourhoods we are part of.

Therefore, our long-term approach remains to balance the growth of our company while delivering value for all our stakeholders and communities.

This latest version of our community strategy further develops our approach and goals and should be read in conjunction with our 2020 Responsibility Policy and Strategy.

Signed on behalf of the board by:

A handwritten signature in black ink, appearing to be 'P. Williams', with a stylized flourish above the name.

Paul Williams
Chief Executive

May 2021

Introduction

In conjunction with our Responsibility Strategy, our Community Strategy sets out and explores further how we intend to deliver our vision, our objectives to achieve this and the measurement and reporting tools we will use to hold ourselves to account and subsequently build on what we have learnt in the process.

Creating Value in the Community is one of the seven long term responsibility priorities we have identified as being fundamental to our business and to the needs of our stakeholders. We believe that a fundamental trait of responsible business is the creation of improved social value and prosperity for both business and society.

Our overall aim remains to:

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

Only when we listen to our stakeholders about what matters in their neighbourhoods can we understand and demonstrate the benefits our properties bring to local residents, business, public realm and our occupiers.

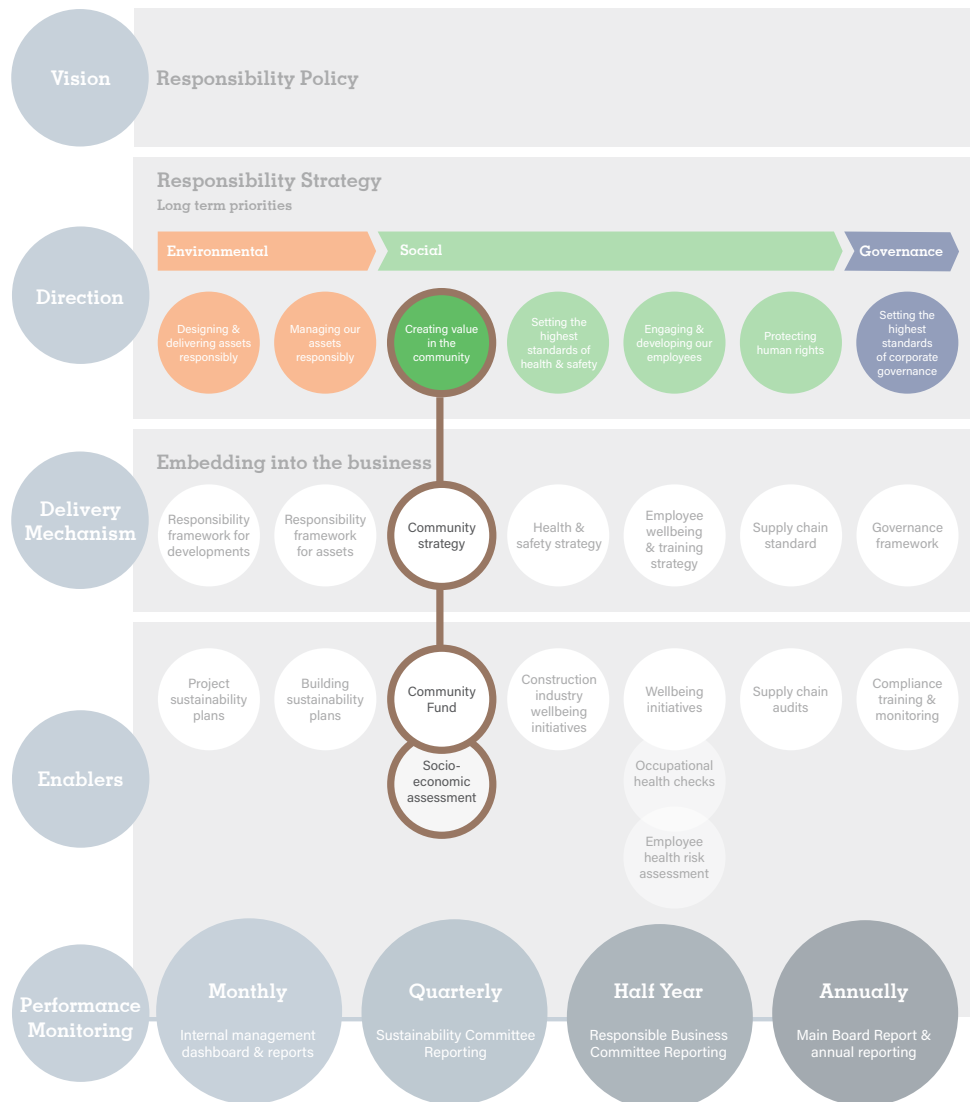
Objectives

To be a responsible business we must take steps to ensure local groups can access the benefits our buildings can bring to an area. The objectives set out below aim to support just this:

- **Ensure we positively engage the local community at the earliest opportunity** – when we undertake significant development activity our decisions should not be made in isolation.
- **Ensure we positively engage the local community in new areas** – when we start to operate in new areas we will explore, seek to understand, and forge strong links with the local community.
- **Work with our supply chains to actively support local training and employment opportunities** – we want to ensure that our supply chains remain as committed as we are to operating responsibly and can provide full and fair opportunities for local training and employment.
- **Encouraging our employees, customers, and supply chains to engage with the local community** – by engaging and working with local people and organisations we can multiply our impact to help support the delivery of their goals and aspirations.
- **Recognise the importance of and support local prosperity and economies** – buying from and promoting local businesses wherever possible and encouraging our supply chains to do the same will help to ensure local economies continue to thrive.

Delivery Framework

Our delivery framework acts as our foundation to ensure that we remain clear in our approach to delivering our objectives and mindful to the importance of our Community Strategy within our overarching Responsibility Strategy.



Positive action

Clear community plans for our major holdings ensure our strategy results in tangible positive outcomes for the neighbourhoods they are part of. These are created in collaboration with our building teams once we have engaged with local groups and identified together that which we, our buildings and occupiers can support.

Measurement and reporting

Our socio-economic impact assessments are born from the belief that it is vital for a development to play its part in providing a positive impact within its neighbourhood. They enable us to measure actively not just the economic but also the social value of a development. Vitally, the results also provide valuable feedback which helps us guide our future developments.

Case study – our buildings in their communities

A key component to our Community Strategy is the support our buildings give by opening their doors and inviting local groups in. This is particularly important to both primary and secondary schools who are looking to businesses to widen their reach when recruiting future talent and facilitating pathways for the next generation of employees from broader socio-economic backgrounds.

As a business known for its design-led ethos, the look of our buildings and how they make occupiers and visitors alike feel is important to us. A great deal of time is spent on working with architects and artists to achieve this. It was also the subject of Hampden Gurney Primary School's visit to Brunel Building as part of Westminster Council's STEAM week, raising aspirations around Science, Technology, Engineering, Arts and Maths.

Together with architects Fletcher Priest, who are responsible for the design of Brunel Building, we gave the children of year 5 a tour of the outside of the building to discuss its unique diagrid design and to initiate discussions about the inspiration for this and the area's industrial heritage.

Turning our attention to the reception area we discussed how and why we work with artists to create pieces of art and sculpture that are site specific and reflect the locality of the building. We also looked at the materials that are used to create these wonderful pieces. Taking inspiration from the building's design and artwork it was then the turn of the children to draw their own sculptures for the reception and roof terrace.

Such school visits in conjunction with our architects, collaborative career carousels and networking sessions with our occupiers all aim to bridge the gap between school and the world of work, and to offer students inspirational insights into a multitude of careers.



Hampden Gurney Primary School
at Brunel Building W2

Case study – measuring our impact

As with previous studies our assessment in 2019 of White Collar Factory investigated the development's impact on local footfall and local businesses, and the results were positive:

7%

Increase in footfall for local businesses

65%

Local businesses believe the area has changed positively since Old Street Yard opened

£6,636,800

Occupier spend per annum with local businesses

For the first time in our assessments, we investigated not only the development's impact upon local stakeholders, but also measured occupier wellbeing. Responses indicated that the development is having a positive impact on people's self-reported wellbeing and the green space in particular is seen as one of the best aspects interacting with people's wellbeing.

Also new to the assessment was an exploration of the insights into the alternative field of neuroscience and what this could provide to understand how a place can enhance people's lives and provide the best possible environment in which to live and work. The building performs well in the following ways:

Accessibility – the development has been designed to create an inclusive space for occupiers and visitors and for others who may want to use the publicly accessible spaces.

Noise – noise proofing and testing were an integral part of the planning process. Physical commuting – cycling provisions on site help occupiers to choose an alternative to tube and train journeys.

Saliency – the development aims to create an environment in which occupiers can be productive, creative and focused on intellectual work.

Green space – it has been designed with wellbeing at its heart and includes new green space and outdoor areas for people to enjoy and share.

“The airy feel of the building helps with my own personal wellbeing”



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Back cover: Beehives at Kennington Park SE11 run by Bee Urban. Our cleaning contractor Hive Cleaning, adopt a beehive with every new contract.