



British Land



# OUR COMMUNITY CHARTER

VERSION 1: PUBLISHED JULY 2011

# WE'RE BRITISH LAND

## WE MANAGE, FINANCE AND DEVELOP SOME OF THE UK'S FINEST BUILDINGS



"I AM DELIGHTED TO INTRODUCE OUR FIRST COMMUNITY CHARTER, WHICH SETS OUT WHAT WE WANT TO ACHIEVE ACROSS OUR MAJOR UK PROPERTIES AND DEVELOPMENTS.

Our corporate aim is to build the best Real Estate Investment Trust (REIT) in Europe, and an important part of this is being the best neighbour we can be – creating environments where communities and businesses thrive.

The scale of our activities brings many benefits, including job creation and regeneration of local areas, but it also means we have a big responsibility to the communities in which we operate, as our activities have a lasting impact on them – and we want these to be positive.

I hope the case studies in this Charter illustrate our long-held commitment to earn local support by listening to local people, responding to their needs and concerns, keeping our promises and building trust.

We also recognise that we can do more to ensure a strong and consistent approach to understanding local needs and developing long-term relationships, and so we have set out our ten community commitments. These will be challenging for our Head Office team and local teams working on our behalf across the UK. We expect high standards of all our suppliers and will work closely with them to deliver on our commitments.

We welcome your feedback."

**Chris Grigg**  
**Chief Executive**

Feedback [cr@britishland.com](mailto:cr@britishland.com)

### ABOUT US

We are one of the UK's largest Real Estate Investment Trusts (REITs). The Government established the REIT status to allow small investors to buy into real estate, without having to physically own particular properties.

We manage, finance and develop some of the UK's finest buildings. Each year our properties, which are home to around 1,000 different organisations, receive over 250 million visits. PwC estimates that in 2009/10 our occupiers supported around 142,000 jobs through business activities at our properties, and that we supported 10,200 jobs both through direct employment and through our spending with suppliers, particularly on the design and construction of new buildings. For more information download our Economic Contributions report at [www.britishland.com/crdownloads](http://www.britishland.com/crdownloads)

### HOW WE DO BUSINESS...

#### INTEGRITY

Working in a responsible, reliable and honest way as individuals and as a company

#### EXCELLENCE

Consistently doing the best we can to deliver the right results for our stakeholders

#### INNOVATION

Challenging the way things are done to deliver the best result

#### EXPERTISE

Using our experience to make good decisions that stand the test of time

### HOW WE DELIVER LOCALLY...

#### ENGAGEMENT

We listen to local people to find out what matters in their area – communicating honestly and openly

#### ACTIVE INVOLVEMENT

We work in partnership with local people, community groups, occupiers and other key stakeholders – building long-term relationships

#### EMPOWERMENT

We support our staff and suppliers to engage with the local communities in which they operate

# BRITISH LAND

## A GOOD NEIGHBOUR

WE RECOGNISE THAT LOCAL PEOPLE HAVE A KEY ROLE IN PLANNING THEIR NEIGHBOURHOODS. BY LISTENING TO LOCAL PEOPLE, RESPONDING TO THEIR NEEDS AND KEEPING OUR PROMISES, WE CAN HELP CREATE ENVIRONMENTS IN WHICH LOCAL COMMUNITIES, BUSINESSES AND INDIVIDUALS THRIVE.

### OUR COMMITMENTS

We are focusing on delivering the ten challenging commitments in this Charter at our major UK properties and developments first, where we have on-site teams who can work closely with local people and community groups. These consist of properties with annual service charge budgets over £500,000 and developments with a construction value over £5 million. As at 1 April 2011, these comprised around 90% of our committed developments in the UK by value and 50% of our managed properties.

1. From the moment we acquire major properties, we will start to build relationships with local people and organisations
2. When we want to make significant changes to our properties, we will engage with the local community at an early stage
3. As we build, we will keep the local community informed about what's happening and listen to their views
4. We will aim to buy goods and services from local businesses, both directly and through our suppliers
5. We will support training, employment and education for local people
6. We will empower our Head Office and on-site teams to work with local people and organisations
7. We will encourage our suppliers and occupiers to actively support local projects
8. We will provide safe, clean and green environments for occupiers and local people
9. We will make it as easy as possible for people to get to and from our properties
10. We will independently assess our performance to ensure that we are working effectively with local communities

### → CASE STUDY THE SOURCE

IN 2003, BRITISH LAND WORKED IN PARTNERSHIP WITH SHEFFIELD CITY COUNCIL TO SET UP THE SOURCE, AN INNOVATIVE £5.5 MILLION TRAINING AND DEVELOPMENT CENTRE, NEXT TO MEADOWHALL SHOPPING CENTRE.

Established as a charity, The Source has provided training to thousands of local people, including the long-term unemployed, as well as supporting over 1,000 businesses in the local area. In 2009, it became a National Skills Academy for Retail. The Source is currently launching new hubs in Sheffield city centre and Rotherham town centre.

Other British Land properties actively involved in local retail training programmes include: Birstall Shopping Park in Leeds, Fort Kinnaird Shopping Park in Edinburgh, Parkgate Shopping in Rotherham and St Stephen's Shopping Centre in Hull.



## AWARD WINNING

Recent awards for The Source include a Business in the Community Big Tick Award 2011, for the sixth year running, and the 2010 International Community Support Award by the International Council of Shopping Centers Foundation.

# BRITISH LAND

## OUR COMMITMENTS

### WHAT THIS MEANS IN PRACTICE

1. FROM THE MOMENT WE ACQUIRE MAJOR PROPERTIES, WE WILL START TO BUILD RELATIONSHIPS WITH LOCAL PEOPLE AND ORGANISATIONS

We will use different approaches at individual properties to suit local circumstances. This could involve members of our team meeting key local stakeholders, such as representatives from local community groups, schools and businesses, as well as the police

and local authority. It might also involve using social media such as Facebook.

On-site managers will meet members of our Head Office team to brief them on local concerns, relationships and opportunities.

2. WHEN WE WANT TO MAKE SIGNIFICANT CHANGES TO OUR PROPERTIES, WE WILL ENGAGE WITH THE LOCAL COMMUNITY AT AN EARLY STAGE

We will develop an approach that suits local circumstances. This could involve holding planning workshops to discuss the options early on and staging well-publicised exhibitions on site or somewhere easily accessible to

local people. It might also involve creating newsletters, putting information online – with opportunities to comment, or using social media.

3. AS WE BUILD, WE WILL KEEP THE LOCAL COMMUNITY INFORMED ABOUT WHAT'S HAPPENING AND LISTEN TO THEIR VIEWS

We will provide monthly construction newsletters for distribution on hoardings at local libraries and businesses, and to immediate neighbours and other key community contacts. We will also participate in the Considerate Constructors Scheme.

On major developments, it may also involve establishing groups of local residents and businesses to meet regularly with our project managers. We will also set up websites to provide construction newsletters, key contacts, webcams, development plans and information on the construction timetable.

4. WE WILL AIM TO BUY GOODS AND SERVICES FROM LOCAL BUSINESSES, BOTH DIRECTLY AND THROUGH OUR SUPPLIERS

On all our major developments, our construction contracts will include a local procurement policy which takes into account any local authority framework. We will also offer to participate in 'meet the buyer' events in collaboration with local authorities.

We will encourage our property managers to link in with local Chambers of Commerce and small business forums. When we are directly sourcing materials and services, we will consider local suppliers - from major consultants to small catering firms.

5. WE WILL SUPPORT TRAINING, EMPLOYMENT AND EDUCATION FOR LOCAL PEOPLE

This will often involve supporting apprenticeships and placements, and may also include local retail courses, mentoring students on our office estates and hosting tours of our construction sites. Where we can, we will include viewing windows in

construction hoardings so that students and local people can see the construction activities.

We will also share examples of best practice amongst our teams across the UK to encourage action and replicate successful initiatives.

### → CASE STUDY

## ST STEPHEN'S SHOPPING CENTRE, HULL

SINCE 2007, SOME 100 UNEMPLOYED YOUNG PEOPLE HAVE PARTICIPATED IN THE SUCCESSFUL 'GET INTO RETAIL' PROGRAMME AT ST STEPHEN'S, DELIVERED IN PARTNERSHIP WITH THE PRINCE'S TRUST AND RETAILERS.

Following two weeks of training and a week's work experience, almost 70% of participants have gone on to positive outcomes such as employment, education or volunteering.

St Stephen's also sponsors the Gérard School of Football, which promotes a fitter, healthier lifestyle for local youngsters.



## AWARD WINNING

St Stephen's was recognised by the Royal Institution of Chartered Surveyors (RICS) with its International Award for Regeneration in 2008.

## WHAT THIS MEANS IN PRACTICE

### 6. WE WILL EMPOWER OUR HEAD OFFICE AND ON-SITE TEAMS TO WORK WITH LOCAL PEOPLE AND ORGANISATIONS

We will set challenging targets for community engagement and fundraising across our portfolio, and will provide funding for selected community causes (for application information see [www.britishland.com/cr/policies](http://www.britishland.com/cr/policies)). We will recognise the efforts of our local teams, for instance through annual awards, and will

share examples of best practice amongst our property teams across the UK.

We will also encourage our Head Office team to be actively involved, for example through volunteering, by joining local community forums or becoming school governors.

### 7. WE WILL ENCOURAGE OUR SUPPLIERS AND OCCUPIERS TO ACTIVELY SUPPORT LOCAL PROJECTS

On our major developments, we will require main contractors to support at least one community day each year, where members of their team will give time to a local project. We will ask our suppliers to support good community causes by providing pro-bono

support where they can and will recognise examples of best practice.

Our property managers will also engage with occupiers, sharing information about good community causes.

### 8. WE WILL PROVIDE SAFE, CLEAN AND GREEN ENVIRONMENTS FOR OCCUPIERS AND LOCAL PEOPLE

Our property managers and security teams will work closely with occupiers and local stakeholders including the police, local authorities, safer neighbourhood teams and community groups. We also maintain

high standards of cleanliness as standard. We recognise we are part of the built local environment and will invest in public spaces, for instance through landscaping and biodiversity initiatives, particularly at our major properties.

### 9. WE WILL MAKE IT AS EASY AS POSSIBLE FOR PEOPLE TO GET TO AND FROM OUR PROPERTIES

We will consider opportunities to improve accessibility, particularly when carrying out major development activities. This could include introducing or enhancing cycle routes and pedestrian links, providing facilities such as showers, lockers and bicycle spaces, and

installing charging points for electric cars. It could also involve us carrying out travel surveys and engaging with local transport providers, for instance to encourage the introduction of new bus routes or discounted fares.

### 10. WE WILL INDEPENDENTLY ASSESS OUR PERFORMANCE TO ENSURE THAT WE ARE WORKING EFFECTIVELY WITH LOCAL COMMUNITIES

We will commission independent satisfaction surveys on all our major developments, informed by the pilot survey we commissioned in 2010/11.

For more information on our performance please see our latest corporate responsibility report [www.britishland.com/responsibility](http://www.britishland.com/responsibility)

## → CASE STUDY GLASGOW FORT SHOPPING PARK

SINCE OPENING IN 2004, GLASGOW FORT HAS HELPED TO REGENERATE ONE OF SCOTLAND'S MOST DEPRIVED AREAS, BRINGING BUSINESSES AND JOB OPPORTUNITIES INTO THE AREA.

British Land was a founder member of the Glasgow Fort Partnership, set up to help local people benefit from the economic impacts of the Park. 68% of the 1,400 jobs created by the Park were secured by people living in Glasgow's East End. The Park continues to host annual job fairs in partnership with Glasgow East Regeneration Agency. The Glasgow Fort Partnership won the Scottish Urban Regeneration Forum's Partnership Working Award 2005.



## 1,400 NEW JOBS

When Glasgow Fort opened in 2004, it created 1,400 jobs.

## → CASE STUDY REGENT'S PLACE



AT REGENT'S PLACE, WE WON THE GUARDIAN SUSTAINABLE BUSINESS AWARD FOR THE BUILT ENVIRONMENT 2011 AND THE ROYAL TOWN PLANNING INSTITUTE'S SUSTAINABLE COMMUNITIES AWARD 2010 FOR REGENERATION.

These prestigious awards recognise our successful transformation of this area of London's West End.

Leader of Camden Council and local councillor for Regent's Park Ward, Nasim Ali, commented: "For nearly 20 years British Land has been working in partnership with local people, taking their needs and expectations into consideration. This is an excellent partnership that will continue to grow and make a difference to the lives of local people."

We have consulted local residents and other key stakeholders at every stage of our development of this 13-acre estate. Based on their feedback, we have built a state-of-the-art community theatre and over 90 affordable housing units, created new pedestrian routes and a new public space, extended the public art collection and made a significant contribution to the refurbishment of a nearby youth club. Over the last few years, we have invested £25.5 million in the London Borough of Camden as part of our community engagement programme and planning agreements.



Since 2004, we have created more than 60,000 sq ft of new green roof space in central London, at seven buildings. These include the new roofs at Regent's Place, which have already attracted the rare black redstart and the attention of a nearby pair of peregrine falcons.



Over the last few years, we have run a series of creative projects with Camden's Out of School Learning Service. These have given more than 100 local schoolchildren the chance to work with professional artists to design and create artworks inspired by the built environment and public artworks around Regent's Place, with their final pieces then displayed in the Plaza.



We offered students at nearby Slade School of Fine Arts the opportunity to design and create a new artwork, and involved local people in the selection process. The winning artwork was 'A couple of ripe, ornamental pineapples' by Siôn Parkinson.

Find out more about how we are supporting local communities:  
[www.britishland.com/responsibility](http://www.britishland.com/responsibility)

### Want to know more?

To find out more or let us know your views, please contact us:

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