

# Our social contribution







# Introduction



**Sustainable places. Connecting communities. Realising potential.**

We live by these principles to create great experiences for people, now and in the future.

We believe that people make places and that those people shouldn't be defined by where they were born or live, or by any barriers they may face. Our goal is for our business to be synonymous with enabling social mobility and creating opportunities for all people from all backgrounds.

Over the years we have developed our four community programmes to help us deliver on our ambitions to support disadvantaged people into employment, create opportunities for young people, enable our staff to champion causes that are important to them and engage with local charities.

We want to celebrate the achievements of our community partners and their beneficiaries who overcome significant barriers to turn around their lives.

We also want to celebrate our own people, who go above and beyond to make sure Landsec has a lasting positive impact on the local communities where we operate.

Where possible, we want to quantify the difference we are making to people, communities and society as a whole by calculating the social value created by our community programmes in financial terms, as outlined in our methodology at the end of this report.

Of course, it's the stories, pictures and testimonials that really bring this impact to life, so we want to showcase these by publishing our social contribution.

# 2018 at a glance

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**£1.2m**

of social value has been generated through our Community Employment Programme - £980,000 through job outcomes we have created and £248,000 through training and work experience opportunities

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**295**

young people – 63% of whom were female – have completed a Landsec education initiative

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**92%**

of these students reported an increase in confidence and 97% said they felt more prepared for the labour market

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**1,018**

people have been engaged through our volunteering programme

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**£624,600**

has been donated to charities, including £97,500 to our national charity partner, Barnardo's

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**£746,000**

worth of space has been donated to charities and local groups including meeting rooms, mall space and retail units

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**£163,000**

of social value created through volunteering in schools and communities and with ex-offenders and the homeless

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**£466,100**

of in-kind contributions have been made

**£3.2m**

total social value created through our community programmes and partnerships in 2018





# Our community programmes

## Community employment

Collaborating with partners across the country to unlock meaningful and sustainable job opportunities for the people who need a little extra help.

## Education

Working with expert delivery partners to inspire the next generation of property professionals, from all areas and backgrounds.

## Volunteering

Empowering our employees to donate their time to support important causes such as homelessness, rehabilitation, education, community cohesion and wellbeing.

## Charity partnerships

Supporting local and national organisations that mean the most to our employees, customers and communities and will make a real difference to people's lives.

# Community employment

Providing training, work placements and a direct route into a job for all

Across the country, we are committed to creating job opportunities for local people who might be facing challenges or additional barriers to getting into work.

In 2011, Landsec set a target to help a total of 1,200 disadvantaged people to secure jobs by 2020 through our Community Employment Programme. We are pleased to report that in 2018 we exceeded that target, an achievement we wouldn't have realised without the passion and hard work of our partners.

We have built relationships with charities that are experts in supporting certain groups of people, including ex-offenders and prisoners, people at risk of or experiencing homelessness, disadvantaged young people and the long-term unemployed.

## Helping ex-offenders on the inside and out

At Landsec we understand that offering a job opportunity to an ex-offender will significantly reduce the likelihood that they will reoffend. Working with partners such as Bounce Back, over a third of all the employment opportunities we have helped to create since 2015 have been for ex-offenders.

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**We have reached our target of helping 1,200 disadvantaged people into work**

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**In 2018, our Community Employment Programme has created £1.2m of social value**



“

Circle Collective has never stopped supporting me, from the time I started, from the time I went into work and up to today.

Nathaniel, our 2018 Community Employment Award winner

”

**Since 2015 our work with criminal justice charities has generated £1.3m of social value**

**40% of the job outcomes we've helped to unlock have been for people living in supported accommodation**

### **Investing in local young people**

Once a year we run an employability programme at St David's for local young people in Cardiff in partnership with the Prince's Trust. Since 2015, 37 young people have secured employment, including four with physical disabilities, which has created over £500,000 in social value.

### **Creating opportunities for people with housing needs**

Partnerships with charities such as The Cardinal Hume Centre, St Vincent's Leeds and The Passage enable us to offer a range of support to people with housing needs whilst they are being helped into stable and safe accommodation. Since 2015, job outcomes for these beneficiaries have generated over £1m in social value.

### **Developing an inclusive and diverse workforce**

In 2018, Lewisham Shopping Centre continued to help 18-24 year olds who were not in education, employment or training into a job through its partnership with Circle Collective. Almost half of the young people supported lacked any work experience at all.

### **Supporting people to prepare for the labour market**

In the past four years, our partnerships have also supported an additional 559 people through offering vocational qualifications, certifications and work placements. This has created an additional £1m of social value.

“

Thank you so much, you guys have helped me through the entire process from prison into work.

Paul, Bounce Back participant

”

“

It's an incredible thing to give people a second chance to turn around their lives and above all to help people into employment with all that means for personal and family lives, our communities and ultimately for the whole of our society.

Rory Stewart MP, Prisons Minister speaking at the launch of our new Aerial Window Cleaning Academy in HMP Isis

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# Education

## Encouraging more young people from different backgrounds into our industry

Too many young people face barriers to accessing jobs in our industry and this is something we want to address with our education programmes. By engaging with schools and expert delivery partners in the communities where we work, we want to inspire the next generation, bridge the skills gap and enable equal access to opportunities.

### Bridging the skills gap

The built environment sector is facing a major skills shortage and we want to ensure that young people understand the range of opportunities available to them and the different pathways from school to a job in this industry. Our programmes are designed to bring the urban environment to life for young people through interactive workshops and challenges, whilst they receive mentoring from industry experts.

**Since 2015, 1,374 young people have taken part in one of our education initiatives**

“

The really valuable thing is bringing in the professionals from outside the college, people who have been doing these jobs. Most of our students come from families where they haven't got a role model of someone doing these professional jobs.

Year 13 teacher

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**88% of students reported feeling more prepared for the labour market after participating in a Landsec programme**

**84% reported improved confidence**

**95% reported having better teamwork skills**





## Inspiring the next generation

Our 'Introduction to Property Development' programme, run with Construction Youth Trust, introduces students to all areas of the development cycle and equips them with the skills they need to join the property industry. 20 young people take part each year who attend schools in Westminster where there's a higher than average proportion of students eligible for free school meals.

On average, 69% of participants in the programme are from a BAME background and 37% are female. This is important to note as only 4% of our industry's workforce is BAME and only 12% is female, a significant under-representation which we want to actively address.

## Enabling equal access to opportunities

By encouraging more students from different backgrounds into our industry we are more diverse and successful as a business, and more representative of the local communities where we operate.

'Build Your Future' is a programme we've developed with Ahead Partnership aimed specifically at inspiring more young women to consider a career in construction, engineering or property.

Since 2017, 111 young women from London schools have participated in Build Your Future and have been introduced to female role models from our industry, whilst creating their own idea for a new development.

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**111 young women have completed Build Your Future since 2017**



“

I liked that I was able to talk to many different employers and understand their roles.

Build Your Future student

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# Volunteering

Donating time and resources where we can have the biggest impact

At Landsec, we want to encourage our employees to volunteer their time to support our charity, education and employment partners, whilst also empowering them to donate their expertise and skills to causes that are important to them.

In 2018, our employees volunteered 2,086 hours, or almost 90 days, to support the delivery of our employment and education programmes, to help boost the employability skills of prisoners and ex-offenders, to prepare and serve food to people experiencing homelessness and to deliver community benefit projects. These hours equate to over £163,000 of social value.

## Sharing our expertise with the next generation

We want our employees to be able to engage with young people on our education programmes so they can benefit from their expertise and experience. At the same time, they can also develop their own professional and personal skills. Last year, 119 of our volunteers spent time with 528 students across the UK.

Over 1,000 people have been supported on our volunteering initiatives

In 2018 alone, over half of our workforce have volunteered their time and expertise

Employee volunteering has created £163,000 of social value



“

Since I have worked at Landsec, I have actively been volunteering at a homelessness charity. This experience has really allowed me to develop my own skills and support some of the most vulnerable people in my local community.

Simone Brown-Taylor,  
Events Executive

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**1/3 of all the social value created has been through initiatives to support people inside prison and on release**

**378 people experiencing homelessness have been supported**



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Homelessness is an issue that affects an increasing number of people. Landsec shares our belief that no one should have to sleep on the streets or live in a poor quality, temporary home, so it is great to have their support. We've been working with Landsec for several years and they are the perfect corporate partner providing vital financial and volunteer support. Their help makes a huge difference.

George O'Neill, Chief Executive of The Cardinal Hume Centre

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### **Supporting people with a housing need**

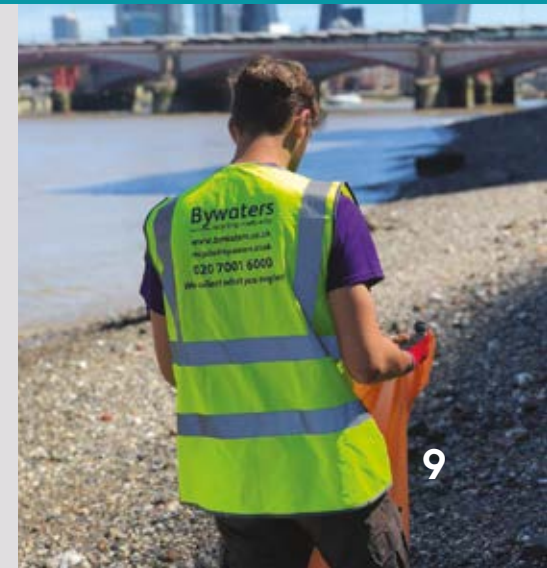
We are proud to report that our employees have volunteered 354 hours delivering employability advice, pro bono support and serving food for our homelessness charity partners. Our staff tell us that supporting and engaging with people experiencing homelessness is important to them and, therefore, it will continue being a priority for us as a business.

### **Enabling stronger and healthier communities**

We are based in all sorts of different communities and we are passionate about our local community engagement. Often, the requests that we receive from community groups or charities are for practical assistance such as painting, decorating and support to create or maintain green spaces. In 2018, over 150 employees donated a total of 765 hours on these initiatives.

### **Offering advice and guidance to ex-offenders**

Throughout 2018, 18 employees from London have spent 85 hours in HMP Downview and in community settings to offer targeted employability support to 44 women with a criminal record. Our Retail Development team also spent the day at HMP Isis to work with young offenders on 'The Right Course', a hospitality training scheme supported by Landsec, to deliver an enterprise challenge and employability support. These initiatives alone have created £45,000 of social value.





# Charity partnerships

## Supporting the people and organisations who help others

Underpinning many of our community initiatives is our commitment to developing partnerships with charities, both nationally and locally. We want to support causes that are important to our staff, customers and the communities where we are based. We have local charity partnerships at all of our shopping centres and larger sites and we provide support by fundraising, opening up our space and employee volunteering.

In addition, we have developed a bursary scheme so that our employees can contribute to local projects that are particularly important to them. This scheme is important to us because it means our people can take ownership of their charitable giving and drive their own initiatives forward. In the past four years, 39 of our employees have been awarded a total of £18,620 in bursaries.

### Leveraging the generosity of our customers and partners

We know that our customers and partners have also made a huge contribution to the £756,000 of in-kind donations we have been able to make to organisations in recent years. These include the £205,000 of toys and gifts that St David's Cardiff donated to local Welsh charities in 2018. The generosity and kindness of our customers and partners across the country continues to amaze us and we know they share our passion to make a positive impact on our communities.

### Supporting our employees in their fundraising efforts

We are proud of our workforce who undertake challenges or initiatives to raise vital funds for charities and we donate approximately £12,000 a year to their chosen charities to match their fundraising efforts.

**'PiccadillyOn', the campaign which ran alongside the relaunch of the world famous Piccadilly Lights, raised nearly £27,000 for Barnardo's**



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**In 2018, the team at Bluewater donated 3,454m<sup>2</sup> of space with a total value of almost £600,000**

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**Over £3m of donations to charities and community organisations since 2015, and £756,000 of in-kind donations including clothing, food and gifts**

### **Donating space to help organisations build capacity**

We appreciate that charities and other community organisations need to concentrate on spending their valuable resources on supporting the people who need their help. For that reason we always look for opportunities to offer space in our shopping centres or offices for no charge. For example, in 2018, the team at Bluewater donated 3,454m<sup>2</sup> of space with a total value of almost £600,000. Beneficiary organisations this year included The Learning Shop in Bluewater to help facilitate their local employability services and Barnardo's with a pop-up shop at The Galleria.

## **Spotlight on Oxford**

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**Over £132,000 of social value created in 2018 through our community programmes at Westgate, Oxford**

**50**

local students took part in our 'Made in Oxford' programme, with 94% feeling more prepared for the labour market

**11**

jobs created through our partnership with Aspire Oxford, 55% for ex-offenders



# Looking ahead

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Since 2015, Landsec has generated a total social value of £9.4m through our community programmes and partnerships. In 2018 alone, these programmes created over £3.2m of social value and supported over 1,500 people. We want to continue driving a culture across our business of collaborating with our partners and customers and empowering our employees to build on these achievements.

Creating opportunities for local people will remain a focus for us and we will continue to look for ways to expand our positive impact.

In light of this report, we are now proud to set a new corporate commitment for Landsec to create a further £25m of social value through our community programmes across the UK by 2025. This will ensure our social contribution will continue to be long-lasting and impactful.

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**Our aim is to create  
£25m of social value  
by 2025 through  
our community  
programmes across  
the UK**





# Appendix: Methodology

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To prepare this report and to understand the quantifiable difference we are making to people, communities and society as a whole, we have partnered with the Social Value Portal, a social enterprise that specialises in measuring and reporting social value.

The Social Value Portal has estimated the social value that Landsec has unlocked through our various initiatives by developing a social value measurement framework specifically for us. This is based on the widely used National Social Value Measurement Framework - launched by the National Social Value Taskforce in 2017 - and was built following extensive consultation with the Landsec Community Team, our delivery partners

and our employees. It is important to note that the figures throughout this report do not include the £22.6m of Section 106 contributions we have made in the past 10 years.

The majority of the financial values throughout this report have their roots in the Unit Cost Database (UCD) that was developed for Government and follows the principles laid out by HM Treasury for monetising economic, environmental and social impact, with specific regard to potential savings for the public sector. Where the UCD does not provide a proxy value for a certain measure, then one has been developed following relevant governmental guidance, where it exists.

The Social Value Portal recognises that for some of the proxy values adopted, in particular the one for employing homeless people, there is a relatively limited availability of recent data and analysis. Their approach has been to design a conservative model to estimate the associated costs and benefits for those outcomes where relevant research and analysis exists. All proxies are high-level estimates and are based on secondary data and figures. They should not be interpreted as a precise measurement of the specific change experienced by the beneficiaries of an intervention, but as an estimate of the average benefits that could be generated. Where available, primary data has been used to address potential double counting.

For more information, please visit [www.socialvalueportal.com](http://www.socialvalueportal.com)

**We would like to thank all of our partners who have helped us to achieve our social contribution:**



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