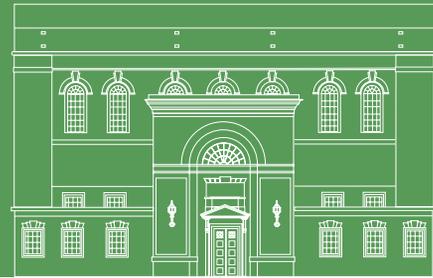




# Social



## Our approach

**“We want to create vibrant communities that bring people together. We do this by forging strong relationships with residents and local stakeholders, supporting the services and activities they want and need, and nurturing a culture of community citizenship.”**

With our sites at different stages and in different areas, our activities at each project vary but our Master Developer objectives remain the same. Our engagement with local communities starts early, as no one knows their area better than the people already living there. We want to incorporate that knowledge into our plans from the outset. We develop community hubs and schools early whilst also supporting events and organisations in response to specific local needs. We encourage our people, our customers and our contractors to get involved with community projects that support our sites, and to donate their time and enthusiasm to charities beyond our developments.

Whilst we have a long-term alignment during delivery, it is vital that these developments become thriving and independent communities. Our work to create physical assets which create spaces for community and nurture a culture of community engagement, by providing advice and support to advisory groups, school boards and trustees, ensures people come together and are empowered for generations to come. We are proud of the communities that flourish in the places we create.

To support our approach within this capital, we consider the following objectives describe what we do and ensure we increase social value across our developments:

## Support the community

Looking at the type of support we provide to communities from the offset ensures we take a whole-life approach to creating community cohesion. We sit on a number of advisory groups, school boards and trusts, and in particular the support we provide to the schools we build ensures that we are the curators of the wider communities around them. This enables us to play an active role in supporting our schools' performance and ensure that, as well as being high quality buildings, they become high performing schools.

## Bring people together

Creating communities is ultimately about bringing people together and inspiring positive behaviours. To facilitate this, we hold regular local community events; for example, at Houlton, Rugby, in May 2019, TV ecologist Mike Dilger and Warwickshire Wildlife Trust experts took residents on a Really Wild Adventure with a series of nature-inspired games and educational presentations.

This is part of our ongoing commitment to connecting the community with nature and is an example of an activity creating value and co-benefiting multiple capitals.

## CASE STUDY

### Strategic involvement in schools in Rugby

As a founding member of the Houlton Multi-Academy Trust (MAT), which runs our first primary school on site, our involvement has been extensive – reaching far beyond the traditional developer role of designing and building schools. Following our innovative collaboration with the Diocese of Coventry, we have overseen the visioning and strategic direction of the MAT, developed and helped articulate our collective ethos, as well as providing strategic direction, financial management and performance standards.

At Governor level within St Gabriel's Academy, this best manifests itself in our ability to forge strong links between the school and other local stakeholders involved in the creation of Houlton such as our housebuilders who in 2018–19 supported the school through purchasing books for the library and creating a Forest School. Most importantly, through our role in the school, we are able to get to know local families and children and watch them grow and flourish in our new school communities.

As we now embark on the development of a secondary school at Houlton, we do so upholding the common principles we lay down in all Urban&Civic schools and that were evident in the development of St Gabriel's, being investment in design, rooting in history and retaining a long-term stake for Urban&Civic, all underpinned by partnership working at every level. Our invitation to be involved at both Director and Governor level in the Transforming Lives Educational Trust which will run our new secondary school, along with several other within the town, is testament to the added value and development expertise we bring to this sector.



## Sample metrics at Alconbury KP1:

S

**420 hours**

of employee time supporting community programmes in 2019

**7**

advisory groups, school boards, networks and trusts supported in 2019

**18**

community groups sponsored within a 25-mile radius to date

**38.5**

average CCS score achieved by our directly appointed contractors to date



### CASE STUDY

## Connecting the community through science

We have recently provided the East Anglian Astrophysical Research Organisation (EAARO) with an existing and vacant building at Alconbury which they have converted into a new space observation centre dedicated to the search for extra-terrestrial intelligence (SETI). With the installation of a two petabyte data centre donated from General Electric, the centre has the processing power and space to store and sift through the weak radio signals that reach the UK from space.

EAARO, founded in 2011, is on a mission to inspire interest in science, technology, engineering and mathematics (STEM) subjects through the wonders of space. The team of three which runs EAARO hopes to appeal to all ages, invigorate an interest in space exploration within the local community and engage local schools. The new building has also allowed EAARO to throw its doors open to the public, with recent events including get-togethers to watch meteor showers and demonstrations of how radio waves can be bounced off the super-heated trails of meteors, resulting in a distinctive sound.

Given that Houlton was once the world's most powerful radio transmitter and was used by a self-proclaimed British interplanetary psychic in 1926 to try to send a message to Mars, we may now, through Alconbury, also be home to the means of listening for the response.

### Engage with stakeholders through design and operation

At a business level, our community engagement extends to active market and governmental involvement. We regularly hold site visits for key stakeholders and recently showed the boards and senior officers of the Ministry for Housing, Communities and Local Government (MHCLG) and Homes England around Alconbury to explain the Master Developer approach in action. We hold regular consultation meetings with the existing community throughout the planning process, to ensure we listen and respond to what the local community needs. In addition, we encourage our housebuilder stakeholders to meet the principles of the Considerate Constructors Scheme (CCS). The scheme scores contractors on a set of standards on their site presentation, management and, above all, neighbourliness. All of our direct contractors are currently registered with the scheme and achieve an average score of 38.5 out of 50.

### Partner with third sector organisations

We continue to invest significantly into community initiatives in the places we work through sponsorship. At Rugby, for example, we have been supporting the wider community for many years. As a stakeholder in the town, our work to create Houlton and position

Urban&Civic as a credible and trusted local partner began back in 2015 when we embarked on building relationships and integrating into the wider community and social fabric of Rugby through involvement in a range of initiatives and events. Our partnerships continue with Rugby Borough Council's Festival of Culture and Rugby in Bloom and with Rugby FM's Pride of Rugby Awards amongst others. These all provide great opportunities for us to introduce the new community of Houlton and support much-needed local causes. In total, we support around twelve initiatives in Rugby with investment of over £30,000 per year.

### Volunteer

We encourage our people, our housebuilder customers and our contractors to get involved with community projects that support our sites and now have several roles which are dedicated to supporting and developing site communities. This year alone, Hopkins Homes has enabled Ermine Street Church Academy at Alconbury to purchase 15 djembe drums as part of a new initiative designed to support its students' reading and writing, and Morris Homes funding for the allotments at the school has now underpinned the creation of a weekly nature group.