



Community Charter

How and why we work with our communities

Landsec's promise to people





From our CEO Mark Allan

“Our purpose is to create sustainable places, connect communities and realise potential.

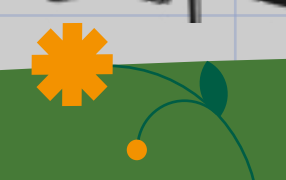
We can only deliver on that purpose by working closely with the communities who live near and use our spaces.

These are the people that know what works, what doesn't, and what improvements we need to make that will create better places for generations to come.

This charter sets out a series of commitments for how we will work with the people and organisations where we operate to shape that success in all of our places, from Glasgow to Portsmouth, Leeds to London.

It has been developed by our people in collaboration with local residents, charities and community champions, proudly drawing on some of the best practice in our sector”.

Mark Allan, CEO of Landsec



Landsec as a business

We design, plan, build, curate and manage many places and it's important that these places thrive economically and socially.

In order for us to make our places the best they can be, we need to keep creating value to re-invest. That means value for communities as well as value for our shareholders. Essentially, creating great, sustainable places depends on profit, but that profit is then channelled back into our communities.

So, doing consultation properly and by making it completely intrinsic to many of the decisions that we make for a place is mutually beneficial. If we understand what communities need from the start we are less likely to spend money on the wrong things, and local people are more likely to get what they want - making areas better and people happier.



Our Charter in a Nutshell

We know that people can often feel development is done to them, rather than with them or for them. We want to shift that perception and ensure that our communities are equipped and empowered to collaborate with us. If we trust one another, we can create fun, safe, beautiful and exciting places together.

This means setting high standards for how we involve our communities in the planning process and beyond. And it means helping our communities understand exactly how and why they should hold us to account.

Here are our commitments. All Landsec staff involved working with communities will receive training on how to deliver these commitments. Professional growth will be linked to how well they are delivered and individuals and teams will be required to report back to communities and the company.



1

Listening and understanding



3

Involving and empowering



4

Being held to account



2

Being present and relevant in our communities

A shared commitment

These are the commitments we make to our communities – and they are the standards to which we want to be held to account.

But relationships can't be one-way. For us to succeed, we need our communities to be prepared to work with us.

Alongside our commitments, we ask three things of our local communities:

1. Share your views and experiences with us. We will do everything we can to make it easy for you to do so
2. Engage with us in good faith. It is easy to distrust the motivations of developers, but we hope that this won't act as a barrier to engagement
3. Be open to compromise. You may not like what we're proposing or oppose the views of others in the community on our proposals. But if we all remain open to dialogue, we may find a resolution that can work for everyone



1

Our commitments explained:

Listening and understanding

We believe that the real experts in a place are the people who live and work there. And for any new development to truly succeed, it needs to contribute to the existing community, not seek to replace it.

We have a duty to establish a proper understanding of a local community – how local people feel about a place, what they like about it, what they might like to change, and the role development can play in that.

As a minimum, we will commit to:

- Taking the time to understand a local area before engaging with its communities – using public data, polling and council resources to develop a proper understanding of the people living there and their priorities
- Using the findings from this exercise to develop and publish a robust community engagement strategy that ensures we hear from and involve a truly representative cross section of the local community
- Making sure people understand what an engagement process is, why it's important and how much impact they could have on where they live – laying the foundation for genuine input from everyone
- Asking first – before plans are developed, ask residents, groups and businesses what they like about their area, what they would like to change
- Summarising and then publicising these findings to ensure they are an accurate reflection of local opinion
- Making sure we speak to people who don't often speak to developers like us – going to where they are rather than expecting them to come to us



2

Being present and relevant in our communities

While Landsec is a developer, we also own and operate many different places and buildings across the country – from retail destinations to offices and neighbourhoods.

In each location we want to ensure that we are present and relevant to people that live and work there.

As a minimum, we will commit to:

- Being open and proud of our involvement in each of our places, and being known and understood by local people
- Openly encouraging community feedback on how we are looking after our spaces
- Ensuring we are aware of the changing needs of our communities through regular engagement with local groups and local authorities, meaning the contributions we make are always meaningful
- Building long-term partnerships with charities and community groups who can support our commitments to help local people facing barriers to employment
- Offering our space, time, skills and support to local community organisations to carry out their important work



3

Involving and empowering

Once we have a true understanding of the local community and its priorities, we want to involve them in shaping what happens next.

As a minimum, we will commit to:

- Identifying local representatives through our engagement with the community who can act as local champions on our developments. These individuals will challenge us through our local scrutiny panel (see below)
- Building strong and open relationships with local people that go above and beyond engagement, demonstrating we are there to listen and care about their opinions for the long term
- Creating in-person events that are easy to access and engage with, and using digital platforms to complement and replicate in-person engagement
- Offering genuine opportunities for communities to shape or co-create different design aspects in a scheme and being clear what there is to influence at each stage in the process
- Tailoring our consultation activity to involve different audiences – for example, using specialist tools like Voice Opportunity Power to engage young people
- Making clear to the public and our wider stakeholders the trade-offs and decisions underpinning a development. At times, community priorities can come into conflict. Where these conflicts exist, we will share them with the community on a transparent basis and invite them to work with us and the local council to resolve them



4

Being held to account

Too often it can feel that businesses are not properly held to account for their actions, particularly in the world of planning and development.

Part of the challenge is that it can take several years for a scheme to complete, meaning that there is a break between when commitments are made and when they are realised.

We want to be held accountable by our communities for both our promises and our actions. And we want to bring that accountability forward in the process, so we are judged both for our behaviour and for what we deliver.

As a minimum, we will commit to:

- Establishing a local scrutiny panel drawn from community, local authority and, where relevant, city-wide representatives to assess and report on how successfully we are delivering against our published community consultation strategy
- Depending on the nature of the development – and particularly for our large-scale regeneration projects – creating a community fund that can be accessed once planning consent has been awarded, with the local scrutiny panel setting the terms of reference for that fund and how it will be administered
- Adopting clear and easy to understand metrics to explain the benefits the development seeks to provide for the existing community – and measuring and reporting on the things that the community want to see





Landsec

Talk to us

If you want to talk to us about our Charter or how we're applying it to our sites you can get in touch with our team below



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