



INTRODUCTION

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## COMMUNITIES

WE AIM TO FOSTER ECONOMIC REGENERATION AND TO DEMONSTRATE THE HIGHEST STANDARDS OF ETHICAL BEHAVIOUR IN OUR DEALINGS WITH COMMUNITIES AND THE BUILT ENVIRONMENT.

- Community investment
- At our properties
- At our developments

**£717,000** investment in charities and local communities.

**BIG TICK** Awards for education and active communities, at the Source at Meadowhall.

**LORD MAYOR'S** Dragon Awards for British Land and Broadgate Estates.

**27%** of our Head Office team volunteered, up from 24% last year.

**£490,000** fundraising across our portfolio for good causes.

**£11.2m** investment in local infrastructure and initiatives, through the planning process.



“ I think this is a tremendous achievement by Capital Kids Cricket and British Land. I know when I was at school how difficult it was to be able to become involved in cricket, but this league offers the opportunity for everyone to enjoy the excitement and thrill of the game.”

**Ebony-Jewel Rainford-Brent**  
England Women's Cricket Team Player

[Find out more](#)



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**COMMUNITIES**

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**Community investment**

- At our properties
- At our developments

**Community investment**

27% of our Head Office staff volunteered during work time, exceeding our target of 25%.

We made financial contributions to a range of good causes, investing in the future through education and young people, as well employment, training and regeneration.

British Land's Kids Cricket League, now in its fourth year, is the largest children's cricket league in the UK. 1,600 children from 160 schools participated. The final, won by Myatt Garden Primary School in Lewisham, was played at Lord's, the home of cricket.

We continued to fund creative projects for vulnerable young carers; these were delivered by Create in partnership with Crossroads Care Camden, Hackney Young Carers Service and Westminster Young Carers Service. We also supported our third creative project with Camden's Out of School Learning Service.

We have recently started working with Fairbridge, a charity which helps disadvantaged young people to gain the motivation, self-confidence and skills they need to change their lives.

£365,000 invested in sports

Our community investment chart

128 young carers participated in creative projects

1,600 children played in the British Land Kids Cricket League.

[Our Approach to Communities](#)

[Community Data 2010](#)

£717,000 invested in good causes through cash contributions, in-kind donations and time spent supporting community projects.

£365,000 invested in sports sponsorship, including supporting SnowsportGB and Rotherham United FC.

70,000 young people participated in projects we supported, including chess tournaments, creative projects and a cricket league.

60 children worked with an artist to design and create a temporary artwork inspired by the built environment and public artworks at Regent's Place.

**Community investment (£)**



This data excludes mandatory contributions relating to planning. In-kind contributions are based on cost rather than commercial value. The reduction in cash donations is largely due to our sustainability exhibition not running this year, following an investment of £58,562 last year. 2009 figures were restated to reflect improvements in data comprehensiveness.

## Young carers

**128 young carers participated in creative workshops funded by British Land.**

These vulnerable young people enjoyed the opportunity to express themselves through art, dance, drama, music and poetry, at the same time as meeting their peers. The workshops were delivered by Create in partnership with Crossroads Care Camden, Hackney Young Carers Service and Westminster Young Carers Service.



"I learnt that you can be anything in the world as long as you put your mind to it."

Young carer

"I loved it because I made a new friend and I learnt new things."

Young carer

[View more photos](#)

## Capital Kids Cricket

**1,600 children from 160 schools participated in the British Land Kids Cricket League**

This League is now in its fourth year and is the largest children's cricket league in the UK. The final, won by Myatt Garden Primary School in Lewisham, was played at Lord's, the home of cricket.



"It was a really exciting and enjoyable day for all the children as well as parents and teachers. Every year the standard gets higher and once again the competitiveness and sportsmanship of these youngsters was there for all to see."

General Manager,  
Capital Kids Cricket  
John Sullivan

[View more photos](#)



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Community investment

**At our properties**

At our developments

### At our properties

We implemented recruitment and training initiatives at 71% of our major properties.

Christmas job fairs made it easier for local people to find employment at our retail properties and helped retailers to satisfy their seasonal recruitment needs. We worked with local agencies and training providers to offer extra support to job seekers at our fairs, particularly those who did not find employment. In London, we also continued to work in partnership with the East London Business Alliance to help long-term unemployed people to find employment.

Our properties hosted numerous fundraising events that were also great fun. For instance, the beach came to Broadgate during the summer when Action for Kids ran a charity volleyball tournament. Our managing agents organised events to make our properties more vibrant places and encourage footfall. At Meadowhall Shopping Centre, popular performances ranged from a U2 tribute band to the Teletubbies, with the Ultimate Elvis Tour also making an appearance.

5,000 local people

#### Photo gallery



**£130,000 raised for charity** at Eastgate Shopping Centre



**1,500 runners** at Puerto Venecia Retail Park

[Our Approach to Communities](#)

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5,000

local people registered for jobs at our properties, with nearly 1,000 finding employment.

£490,000

fundraising at our properties, thanks to the efforts and generosity of our staff, occupiers and shoppers.

20m

visitors to our properties each week, making them ideal venues for good causes to host events to raise awareness and funds.

£617,000

funding sourced for local training at The Source at Meadowhall.

50,000

people participated in events at our properties.

2,000

local people benefited from retail training at The Source at Meadowhall.

### At Eastgate

**We raised £130,000 for charity, thanks to the generosity and efforts of staff, retailers and shoppers.**

15 members of the team at Eastgate Shopping Centre in Basildon cycled a staggering 343 miles from London to Paris. Thanks to their efforts and match funding by British Land, they raised £54,100 for Action Medical Research, a charity which helps premature and sick babies.

The Centre also continued to actively support local causes, for instance selling poppies for the Royal British Legion and hosting a Christmas party for families from Little Haven's Children's Hospice.

[More about Eastgate](#)



**£46,000** for the Poppy Appeal

**Shelter** for 300 Haitians after the earthquake

## At Puerto Venecia

**We held a race for local athletes to celebrate the first anniversary of the Park's opening.**

The team at Puerto Venecia Retail Park in Zaragoza, Spain, organised the race, with runners starting at Puerto Venecia, and then continuing through a natural pine forest which runs alongside one of the main access routes to the Park.

At Christmas time, the Park hosted the first Feria de Artesanía Alimentaria Aragonesa, a month-long local food fair organised in partnership with Aragon's Regional Government, local authorities and 25 small food-producers.

[More about Puerto Venecia](#)



**Over 1,500**  
people participated in the race from  
Puerto Venecia

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**15,000 people**  
visited the food fair during the first  
ten days



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### At our developments

Through the planning process, we contributed £11.2 million to local initiatives.

This investment is a key part of our planning agreements with local authorities, helping to ensure that our developments meet the needs of local residents.

The New Diorama Theatre opened at Regent's Place, with a diverse artistic programme, from straight theatre to comedy and opera.

Exciting new public artworks include 'The Pavilion' by Carmody Groarke, 'Ruth Walking in Jeans' by Julian Opie and 'A Couple of Ripe, Ornamental Pineapples' by Si n Parkinson.

At Canada Water in London's Docklands, works are due to begin in October 2010 on the new public square to complete in time for the opening of the new library in March 2011. This square occupies a key location between the tube and bus stations, the library which is under construction, and development sites A and B. It is named Deal Porter Square in memory of the thousands of local people employed as porters to unload deal wood in the old docks.

12,000 new jobs

Our community investment through planning chart

New 80-seat community theatre at Regent's Place

Bovis lends a hand at Regent's Place

[Our Approach to Communities](#)

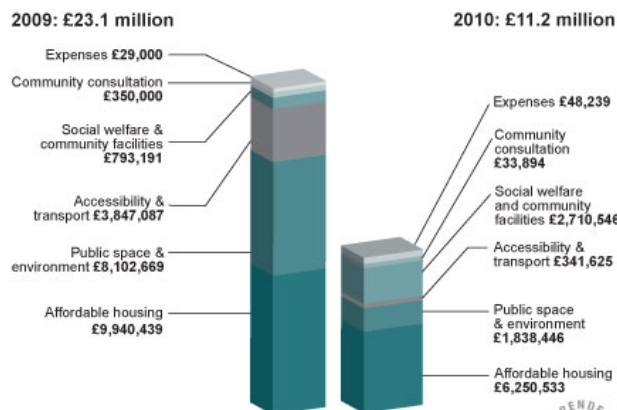
[Community Data 2010](#)

12,000 jobs created when our masterplans for Canada Water, Regent's Place and River Don are completed.

£180m regional economic benefit each year forecast from our River Don District masterplan when completed.

182 trees planted to improve public spaces at Regent's Place, as part of extensive re-landscaping.

### Community investment through planning (£)



Expenditure on community activity or improvements agreed through the planning process, excluding any non-mandatory investment. The reduction reflects the downturn in development activity this year.



## At Regent's Place ⓧ

**In early 2010, an 80-seat community theatre opened at Regent's Place.**

British Land funded the development of this state-of-the-art theatre, following feedback from local people. It is run by Quicksilver which has been at the forefront of bringing children's theatre into the mainstream for over thirty years.

"Every day, as I come into work I can't believe the luck we've had. I pinch myself as I walk through the estate, amazed by its welcoming attractiveness that we should have the good fortune to work in this environment. It sets the standards by which we, as a theatre company, measure ourselves."

Chief Executive and Joint Artistic Director of Quicksilver, Guy Holland

Performances will include the work of theatre companies and artistic collectives across a range of arts disciplines.



## 97

local schoolchildren participated in Quicksilver's Primary Voices project

[More about Regent's Place](#)

## Bovis lends a hand ⓧ

**40 volunteers gave a free makeover to Dick Collins Hall.**

Our contractors at Regent's Place, Bovis Lend Lease, and trade sub-contractors transformed a community venue, clearing out rubbish, painting walls, refurbishing the kitchen, carrying out carpentry improvements, modifying electrics and re-carpeting.

"A miracle happened at Dick Collins Hall; we were given a free makeover. Nothing was too much trouble; the tradesmen were happy and very willing. The hall now looks amazing and as it is in the heart of the Regent's Park Estate it is well used for clubs, bingo, ballroom dancing, parties and drama."

Member of Regent's Park Tenants' Association, Jean Hurman



## 280

volunteering hours contributed

## Community

day extended to a full week

[More about Regent's Place](#)