



People Positive

Our social impact and
community strategy
Executive summary



Places are more than just bricks and mortar – they shape people’s lives, experiences and wellbeing.

As long-term investors and community partners we have a huge role to play in ensuring our places have a positive impact on people.

Our purpose is clear: to deliver lasting commercial, social and environmental benefit. This strategy will ensure that social impact sits firmly alongside environmental and commercial considerations in all our decision making – putting planet and people at the centre of our business.

We don’t take positive impact for granted. By recognising, measuring and listening to the distinct needs of a community we can make better informed decisions to help improve wellbeing for everyone.

We call this being **People Positive**.

People Positive

At a glance

Our strategic priorities

Improving people’s wellbeing in the places we make and manage



Helping local economies to thrive by championing inclusive growth and diversity



Maximising the positive impact of our people and partners

Delivered through

Places

Acting on local drivers of wellbeing, alongside meaningful community engagement

Team

A diverse and engaged workforce equipped to maximise impact

Partners

Collaborating to deliver inclusive growth and improve wellbeing

Philanthropy

Building long-term partnerships that support local needs



Delivering on our ambitions

Our social impact strategy builds on many things we already do. To accelerate our impact, we have undertaken extensive research and engagement with local communities, supported by Simetrica-Jacobs, the London School of Economics and Political Science, and Social Life to better understand what impacts wellbeing in the places we help to shape in Belgravia, Mayfair and Liverpool.

Through this we have grounded our strategic priorities in local as well as broader societal needs, being mindful of the nature of our core business and what we can credibly influence.

We have four areas of action: the places we shape and manage, our team, our partners, and our philanthropy.

Against each of these we have set ambitions and, where possible, specific metrics for the business. In line with best practice, we will continue to evolve our decision-making tools and engage and equip our colleagues and partners to help us achieve our goals.

Insight + Community +
Wellbeing = Social Impact



Places

Acting on local drivers of wellbeing, alongside meaningful community engagement

Key ambitions

- **Increased community and occupier wellbeing in the properties and places we manage.**
- **Increased economic diversity in the places we manage.**
- **A meaningful voice for communities with more than 80% agreeing we uphold our engagement commitments.**

Shaping and managing places is what we do, from individual properties to the spaces and streets which knit them together. The built environment has immense potential to shape everyday life, both positively and negatively.

Context is critical; what constitutes positive impact in one neighbourhood will be different in another because local needs are different. So we are committed to tracking and responding to what positively impacts wellbeing and ensuring a meaningful voice for communities.

We will also work to assess and act on the economic diversity of our commercial occupiers and evolve our approach to align occupier selection with inclusive growth and local economic benefit.

We will actively encourage occupiers to support our social impact aims and participate in the local community. All new developments will have a wellness building certification and we will work to consistently track and improve occupier wellbeing.



Case study

[Read more >>](#)

Grosvenor Square redesign:

Working with communities to improve wellbeing through green space.



Team

A diverse and engaged workforce equipped to maximise impact

Key ambitions

- Broaden our appeal to underrepresented parts of society so our people are more representative of the national population.
- Improved sector inclusivity by increasing the number of students from the local community we reach.
- High team engagement demonstrated by more than 90% of employees feeling they have the capabilities to deliver our social impact strategy.



Our people are fundamental to maximising our social impact, through the decisions they take and the culture to which they contribute.

We will continue to support our existing culture networks to share insights, experiences, and perspectives of minority groups both inside Grosvenor and beyond as well as developing employee knowledge and capabilities in social impact, engagement and inclusion.

We will help improve the accessibility of our sector through continued support of our next generation programmes including apprenticeships, work experience and outreach to local schools.

Case study

Supporting inclusivity:

Sparking discussions and sharing practical examples to help make LGBTQ+ inclusivity a reality.

[Read more >>](#)



Partners

Collaborating to deliver inclusive growth and improve wellbeing

Key ambitions

- > **All suppliers compliant with our Supply Chain Charter and our largest suppliers reporting their environmental and social impact.**
- > **Maximise impact by better engaging occupiers in our aims through the development of a charter and/or lease terms that support this strategy.**

Businesses operate as part of complex economic and social ecosystems. We cannot achieve our goals on our own and our success will be dependent on close collaboration with partners.

Expanding our sustainability tools including our Supply Chain Charter and Sustainable Development Brief will help maximise the social impact we achieve with our partners. We'll encourage and help the businesses we work with to hire locally, and actively involve them in local initiatives and volunteering.

We'll also work to incentivise and collaborate with our occupiers to deliver positive local impact through their own operations. Finally, we will analyse our own supplier spend to understand and improve how we work with local businesses, SMEs and social enterprises.



Case study

[Read more >>](#)

Apricity fit out:

Incorporating social enterprises, local businesses and SMEs in the supply chain.





Philanthropy

Building long-term partnerships with charities and organisations that support local need

Key ambitions

- **Maximise opportunities for children and young people in Westminster through funding via the Westminster Foundation.**
- **Enable community led-climate action and support access to green training and jobs through our community investment programme Greener Futures.**
- **At least 2,000 staff volunteering hours completed each year.**

Supporting local charitable work is an invaluable way of delivering social impact beyond the activities of our core business.

Every year Grosvenor Property UK contributes over £1.5 million to the Westminster Foundation and in 2021 we launched Greener Futures, an investment programme focused on communities and the climate emergency to which we have committed £1 million over four years.

Case study

Greener Futures

Empowering local communities to address the climate emergency.

[Read more >>](#)



Communities + Places
+ Ambition + Wellbeing +
Partnership + Growth
=
People Positive