

		GROUP	
Policy Name	SOCIAL VALUE POLICY	Date & Issue	16/01/2019 Issue 1
Approved	<i>Executive Committee</i>	Doc. Ref. No.	GRP-POL-29

Introduction

Countryside was founded in 1958 and is a leading UK home builder specialising in place making and urban regeneration. Our business is centred around two complementary divisions, Partnerships and Housebuilding. Our Partnerships Division specialises in urban regeneration of private and public sector land, delivering open market, private rented and affordable homes by working with local authorities, housing associations, private rental sector landlords and on occasion private landowners. The Division also operates two modular panel factories producing products for exclusive use within the business. The Housebuilding Division, operating under Countryside and Millgate brands, develops sites that provide open market and affordable housing, on land owned or controlled by the Group. The Group operates across London, the South East, the North West, the Midlands and South Yorkshire.

In undertaking these activities, the Group recognises that it has an impact on the communities where it operates.

Policy

The Group's overall objective is to ensure that development maximises returns for its stakeholders whilst acting in a socially, sustainable and responsible manner.

In pursuit of this objective the Group Social Value Policy has been designed to ensure that we consider and maximise the social value and beneficial impact that we bring to the communities in which we operate both during the course of development and thereafter.

This policy covers all of our operations as well as those of our supply chain and sets out our management objectives as well as the specific activities that we will undertake to ensure that we meet the aims of this policy. Whilst we are not bound by the Public Services (Social Value) Act 2012, we have chosen to implement the spirit of the Act into how we do business as we believe that this will deliver the most value for all our stakeholders.

a. Governance & Compliance:

The Social Value and Sustainability Committee (SVSC) will maintain the standards and procedures by which the business operates in order to manage and report on the delivery of this policy.

b. Stakeholders:

We will consult with our stakeholders on a regular basis. Our stakeholders include the residents within our developments, both new and existing, our supply chain, our partners, local authorities and the representatives where we build and develop. We will make sure we understand their views and needs and take these into account, as best as we can, in the design and ongoing management of our developments, bearing in mind the Group's overall objective.

c. Measurement & Monitoring:

We believe that maximum value can be added where activities in this area provide a natural fit with the business. Through collaboration with our supply chain, key stakeholders, customers, and communities, Countryside is committed to using the following agreed Social Value Measurement – Themes, Outcomes and Measures (TOMs) Framework in assessing its impacts:

Jobs: promoting local skills and employment

- More local people in employment
- More opportunities for disadvantaged & disabled people
- Improved skills for local people
- Improved employability of young people

Social: healthier, safer and more resilient communities

- Reduce crime
- Creating a healthier community
- Help vulnerable people to live independently
- Closer engagement with the community
- Ensure satisfied residents

Environment: protecting and improving our environment

- Developing more energy and water efficient buildings
- Reduce climate impacts
- Improved resource efficiency
- Reduce Waste
- Reduce air pollution
- Live in better places
- Promote sustainable and ethical procurement

Growth: Supporting growth of responsible regional business

- More opportunities for Small Medium Enterprises (SMEs) and Voluntary Community Small Enterprises (VCSEs)
- Improving staff well being
- A workforce and culture that reflect the diversity of the local community
- Social value embedded in the supply chain

Innovation: promoting social innovation

- Consider other measures/partnerships and collaborative bespoke projects as appropriate

d. Target Setting:

Targets will be set that are relevant and proportional and reflect the broader impact on society that we are looking to achieve. Targets will be set on a yearly rolling basis and progress will be reported annually.

e. Reporting & Publicity:

Stakeholders will have access to relevant information on our social value performance presented in a way that is clear and concise and show how we are progressing. Reporting will be delivered through an annual update and via Countryside social media updates. We will publish our achievements in order to build the Group's reputation in this area.

Objectives:

- To actively pursue a policy of promoting and implementing social value within our activities.
- To promote the Group's Social Value Policy and objectives to all personnel, partners, stakeholders, the public and any other interested parties, including in the provision of training.
- To keep the relevant divisions and departments within the Group as well as incorporating best practice throughout the Group, informed of changes in Social Value legislation or other requirements which may affect them.
- To implement training and awareness activities to ensure that our staff and supply chain are aware of this policy, objectives and strategy and their responsibilities in supporting them.
- To seek progressive improvement in our social value performance by monitoring and measuring activities that may have an impact on the community, through collaboration with our supply chain, key stakeholders, customers, communities in which we operate and any other interested parties.
- To leave a positive legacy through our work with existing communities and to ensure that we deliver benefits for them and create more resilient and sustainable places.
- To tailor our community investment activities to support the vision of the local authority and to the specific needs of the local communities.
- To monitor and measure the social value delivered through our activities, and continuously try to increase the value that we create.
- To support and embed sustainable development goals in accordance with The United Nation's Global Goals for Sustainable Development.

United Nations Global Goals



Organisation

The Group's Social Value & Sustainability Committee is responsible for this Social Value Policy and objectives. It is led by a nominated member of the Group's Executive Committee.