

PEDDIMORE: **SOCIAL VALUE REPORT 2018/19**

HOW ARE WE DOING?





CONTENTS

PAGE 3	FOREWORD
PAGE 4	ABOUT THIS REPORT
PAGE 5	PROJECT EXPLAINED
PAGE 6	OUR APPROACH AND GOVERNANCE
PAGE 7	INTRODUCTION TO PRIORITISED PRINCIPLES
PAGE 8	1. LOCAL EMPLOYMENT
PAGE 10	2. BUY LOCAL
PAGE 12	3. PARTNERS IN COMMUNITIES
PAGE 14	4. GREEN AND SUSTAINABLE
PAGE 18	A WORD FROM OUR PARTNERS
PAGE 19	A YEAR IN NUMBERS

FOREWORD: DAVID SMITH PLANNING DIRECTOR, IM PROPERTIES



Welcome to our first social value report for Peddimore.

Since IM Properties (IMP) was appointed Birmingham City Council’s development partner for the first phase of Peddimore, we have been working to deliver a shared vision: to create an asset that will deliver long-lasting economic and social benefits for people in Birmingham and Royal Sutton Coldfield.

Together we are committed to creating a best in class employment park which is not only a home to leading national and international businesses but is also a great place for people to work.

We believe the development must deliver benefits beyond its boundaries; it must deliver a social return on investment and create a positive legacy for years to come.

This is an exciting project and the collective social value benefits that it can achieve should help to raise the bar for what should be expected of future strategic employment sites in the region.

The social value commitments that IMP has made form an important part of our development agreement with Birmingham City Council. These targets, which are wide ranging across four principals of the Birmingham Business Charter for Social Responsibility, will challenge both us and our social value and supply chain partners.

We are committed to reporting our progress against each of these targets. In the construction and operational phases, we will annually measure the social return on investment that Peddimore is creating.

During this first year we have made significant progress to put in place the people, partnerships and processes to set up the social value programme for success.

We have also proactively engaged with local people, communities and elected members. Our aim has been to build trust, to listen and develop an early understanding of the surrounding communities and the richness of local opportunities and issues.



During this first year we have made significant progress to put in place the people, partnerships and processes to set up the social value programme for success.

This has helped in part to define where the real opportunities for social value lie and how we can maximise them. We’ve considered where investment, effort and focus needs to be directed to deliver a project of both immediate and long-term value.

A great deal has been achieved in the first year, and although there is much work to do, I am confident that with our team and social value partners we will discover new ways of doing things and deliver many positive outcomes.

I would encourage you to read the report, engage with us and please feedback on our progress to date or our direction of travel. We want the project to be the best it can be, and will always achieve more by working together.

David Smith
Planning Director, IM Properties

ABOUT THIS REPORT

Peddimore is set to become one of the region's most important employment sites, providing excellent opportunities for local people. Therefore, developing a comprehensive, long-term social value programme has been among IM Properties' primary aims.

Considerable social value commitments over a minimum period of six years have been made as part of our development agreement with Birmingham City Council, which has also included signing up to the Birmingham Business Charter for Social Responsibility.

Annual reporting forms a key part of our ongoing commitments to continuous improvement and transparently measuring our programme's social outcomes against its objectives.

This report aims to set out the social value commitments we have agreed with Birmingham City Council and provide a summary of the progress we've achieved in our first year, much of which has been undertaken 'at risk' whilst the planning and development process takes its course.

Going forwards we will be capturing the effectiveness of the programme using the National Themes Outcomes and Measures (TOMs) Framework for social value measurement. This is aligned with the Council and will enable a

quantification of the social value generated from the project, effectively turning the benefits to society, community or the individual to pounds and pence for the purposes of calculating return on investment. It is of course about much more than this, and through successive Annual Reports we intend to share details of positive outcomes, people stories, and ultimately showcase what can be done when interests are aligned.



PROJECT EXPLAINED

Our appointment was announced by Birmingham City Council in March 2018 following an extensive, six-month international competition which attracted some of the leading real estate companies from the UK and beyond.

In the first phase, subject to planning consent, we will develop buildings for employment on 37 hectares of the 71-hectare site, as well as building the infrastructure needed for the whole Peddimore development.

Our vision is to create a high-quality development which attracts leading national and international manufacturing and logistics businesses, delivers a best in class employment location and an economic asset that Birmingham,

the Royal Town of Sutton Coldfield and the Midlands can be proud of.

The masterplan we have developed is underpinned by three clear development principles: design and place, sustainability and connectivity.

We are committed to innovation throughout the development. From developing a series of 'smart' buildings that dovetail the use of advanced battery technology with photovoltaics, through to well considered transport links (a Green Travel District) and high-quality amenities for employees and the community, our approach will be underpinned by a commitment to placemaking.

The park will be built to a high standard of design and will include substantial and attractive landscaping to help integrate the development into the local area and include measures to keep our impact on the environment down.

AN INDICATIVE CGI OF A BUILDING



CGI OF NEW A38 ROUNDABOUT



OUR APPROACH AND GOVERNANCE

We have now put in place a number of structures and made appointments to key positions to lay the groundwork for the successful delivery of our commitments.

This has included assigning a director and appointing a coordinator with responsibility for social value, as well as engaging an employment and skills specialist and a dedicated social value manager.

A Social Value Steering Group has been established which meets every two months and will allow us to prioritise actions, manage resource and risk, and oversee progress against our targets. Separately, we have also set up an Employment and Skills Delivery Group that will help us to nurture talent in the area and work towards our local employment goals.

We have also formalised relationships with our four social value partners. These are all locally-based not-for-profit community organisations that are already well established in working with communities in Birmingham. Our work with these groups will primarily focus on our objectives of helping those who are not currently in work and are looking for opportunities for new employment.



SOCIAL VALUE PARTNERS



- **Jericho Foundation:** A Birmingham-based social enterprise which works with people who experience significant personal or occupational barriers to employment, training or social inclusion. The aim is to provide skills and experience to access employment.



- **Pioneer Group:** A group consisting of a number of organisations including 'Castle Vale Community Housing' and 'Compass Support', which provides community and employment support including working with local schools.



- **St Basils:** A regional homelessness charity with a strong Birmingham presence providing employment support to young people and assistance to businesses regarding mental health awareness.



- **Witton Lodge Community Association:** A community-led housing provider and community association located in the Perry Common Ward providing support for local people looking to find a job, improve their skills or start a new business.

Our approach to a long-term programme of engagement goes far beyond the statutory requirements of the planning process. We believe that in order to deliver real benefits, it is critical to establish an early understanding of the full breadth of local issues within communities.

This requires us to identify community leaders, hold meaningful conversations and engage with local people on a regular basis – ensuring legacy is discussed at the beginning of the process before it is too late to make an impact.

We have already engaged with a number of local groups and stakeholders to build relationships that will last the duration of construction and into the operational phase at Peddimore, which will ultimately help us to underpin and deliver an effective programme of social value.

DELIVERING AGAINST THE PRINCIPLES OF THE BIRMINGHAM BUSINESS CHARTER FOR SOCIAL RESPONSIBILITY



Our social value programme is aligned with the principles of the Birmingham Business Charter for Social Responsibility which were prioritised for the Peddimore development:

- **Local Employment**
- **Buy Local**
- **Partners in Communities**
- **Green and Sustainable**
- **Good Employer**
- **Ethical Procurement**

The Charter is a set of guiding principles that provides organisations with a framework for managing how they deliver social value. Its signatories commit to finding ways to improve the economic, social and environmental well-being of Birmingham.

Four of these principles were prioritised by Birmingham City Council for the Peddimore development, and our progress against these are documented in the following section of this report. We have also made commitments under the two other guiding principles. These include ensuring we will pay the real living wage to anyone servicing our contract as a Good Employer, and an assurance that we will pay all undisputed invoices within 30 days as part of the Ethical Procurement principle.

Our programme will also strive to actively support where possible Birmingham City Council's key policy drivers of the Charter, which include supporting children, providing homes, delivering jobs and skills, and promoting healthy and active lifestyles.

1. LOCAL EMPLOYMENT



2. BUY LOCAL



3. PARTNERS IN COMMUNITIES



4. GREEN AND SUSTAINABLE



1. LOCAL EMPLOYMENT

Our work to enhance local employment will see us provide help to train people and get them ready for work, assist them in finding new jobs and support the communities that need it most.

A number of our local employment commitments with Birmingham City Council (BCC) relate to the construction and operational phases of the development at Peddimore. However, significant progress has already been achieved in our first year to put in place the personnel, frameworks and governance to set the wider local employment programme up for success.

Peddimore will create approximately 6,500 new jobs on site once operational, with an estimated 50 per cent taken by residents living in Birmingham and 45 per cent living within the wider West Midlands. A further 3,000 full time jobs will be supported indirectly across the wider region, with another 200 created during the estimated eight-year build phase.

OUR COMMITMENTS



DELIVER 78 PERSON WEEKS PER £1M SPEND DURING CONSTRUCTION

To provide employment opportunities through the project's construction phase, equating to 78 person weeks for every £1m spent. The breakdown of these opportunities includes 40 per cent work placements/internships, 30 per cent apprenticeships and 30 per cent full time employees.



PREPARE A LOCAL EMPLOYMENT STRATEGY FOR PEDDIMORE'S OPERATIONAL PHASE

To develop a Local Employment Strategy that will be completed six months prior to the first occupation on site and reviewed twice per year thereafter. The strategy will ensure that employment opportunities in the operational phase will be promoted and facilitate a programme of local labour initiatives.



SUPPORT 25 INDIVIDUALS ON THE BUILDING BIRMINGHAM SCHOLARSHIP PROGRAMME

A commitment to supporting 25 young people on the Building Birmingham Scholarship programme, which will include a £5,000 contribution per student. Our team and wider supply chain will also provide mentoring and up to three months of work placements for each participant alongside their studies.



HELP 95 DISADVANTAGED PEOPLE BACK TO WORK

To identify and support individuals who are currently facing challenges back into employment by working with our four social value partners. This is most likely to take place once the project's construction is underway.



APPOINT SOCIAL VALUE MANAGER

To appoint a dedicated Social Value manager who will build and develop relationships with key stakeholders, work alongside social value partner organisations and facilitate our wider programme of activities.



PROVIDE A ONE-YEAR PLANNING PLACEMENT

To provide a local authority junior planning team member with a 12-month work placement to gain private sector experience.



2018/19 HIGHLIGHTS

SETTING THE PROGRAMME UP FOR SUCCESS

Ensuring a link between the development and the prospect of construction related and end-use employment for local people has been embedded in all of our work to date - both in our consultation about the proposals and with regard to our plans for procuring contractors. Working together with local employment support and training providers, we aim to make sure that anyone wanting to know about opportunities will get to hear about them. With the construction phase not due to begin until September 2019, our extensive preliminary work has also seen us appoint an experienced employment and skills specialist and a social value coordinator with a strong track record in the industry.

We have established an Employment and Skills Delivery Group, which includes representatives from key groups and organisations including BCC's Employment Access Team, the Department for Work & Pensions (DWP), our social value partners and the North and East Birmingham Employment and Skills Boards (networks of local providers, colleges etc). This group has been tasked with the key role of overseeing the effective delivery of the local employment and skills programme.

Regular meetings have occurred and are planned going forward with the Council's Birmingham Business Charter for Social Responsibility and Employment Access Teams to monitor progress against our agreed targets and commitments.



CREATING OPPORTUNITIES

Our planning consultant, Turley, has committed to providing a work placement to a junior member of BCC's planning department. The chosen individual will be provided with an opportunity to gain unparalleled experience working on some of the UK's highest-profile development projects. We are working with BCC to identify a suitable candidate for this opportunity.



BUILDING BIRMINGHAM SCHOLARSHIP



We are sponsoring 25 young people to take advantage of the Building Birmingham Scholarship (BBS) programme. The details of our commitment are now confirmed and will include six scholars starting in September 2019, 12 in 2020 and seven in 2021, all of whom will finish their scholarship during the cycle of the development project.

Participation in this programme will ensure that IM Properties and selected members of our supply chain supports young people across Birmingham over the three-year period. The mentoring and work placements we provide will deliver invaluable support for students pursuing careers in the construction and built environment sector.



EXTRACT FROM BBS PROSPECTUS

TOGETHER WE ARE SUPPORTING

As a significant investor and developer rooted in the Midlands, IM Properties Plc are delighted to have been selected by Birmingham City Council as development partner for the development of Peddimore Birmingham.

Our vision for Peddimore is to create a high-quality development that attracts leading national and international talent during and beyond its construction. We want to see the bar raised nationally for City of Experiences and the facilities we offer, and throughout the development of the site we will provide excellent employment opportunities for local people from all backgrounds.



As part of our social value commitments for the scheme, we want to ensure that our people are able to take advantage of the growth through an employment skills and training. We have partnered with Building Birmingham Scholarship, which has been enabling young people from low-income households to gain the skills, qualifications and work experience necessary to contribute to the growth of the city and build themselves a place in the industry.



We will be funding the salary for the 25 scholars and together with our local employer partners will provide ongoing mentoring and work placements throughout the duration of their studies. Through our established and trusted business relationships, students will benefit from working alongside and learning from our award-winning team. We hope to help the selected students gain and gain real vocational experience to help them succeed with jobs in the property industry.



2. BUY LOCAL

Where possible, we will look to work with local suppliers across a range of services and open up opportunities for SMEs and social enterprises.

Our supply chain will be equally crucial to the successful delivery of Peddimore and we are keen to support the local economy by working with local businesses and suppliers. Our independent assessment has projected that the project will generate £34 million in social value through spend with local businesses and SMEs.

Most of our work to date has been focused on the submission of a planning application. However, significant opportunities for local suppliers will become available once construction begins and we have already taken steps to ensure that these will be widely promoted and communicated.

OUR COMMITMENTS



ENSURE 50% OF WHAT WE SPEND IS WITH LOCAL SUPPLIERS BASED WITHIN 30 MILES

To ensure that half of what we, our contractors, and subcontractors spend is with local supply chain partners who are based within 30 miles of Peddimore. This will help to inform our procurement and support our decision-making processes.



ENSURE ALL PROCUREMENT OPPORTUNITIES ARE POSTED ON 'FIND IT IN BIRMINGHAM'

To advertise all of our tenders through Find it in Birmingham, the online portal helping businesses to develop skills and support them in bidding for contracts. We will also instruct all of our supply chain partners to register with and advertise opportunities through this channel.



ENSURE 50% OF WHAT WE SPEND IS WITH SMES

To support the local economy by working with local businesses and SMEs, ensuring that 50 per cent of all that we spend is with local suppliers.



CREATE A DEDICATED PROCUREMENT HUB TO CONNECT LOCAL BUSINESSES WITH OPPORTUNITIES

To create a centralised procurement hub on our development website, with the aim of maximising occupier spend on local procurement. The economic and environmental benefits of working with local suppliers will also be analysed as the project progresses to inform and support occupiers' procurement decisions.



HOST FIVE 'MEET THE BUYER' EVENTS TO INTRODUCE LOCAL BUSINESSES AND SMES TO LIVE COMMERCIAL OPPORTUNITIES

To coordinate and host five 'meet the buyer' events across key stages of the project to introduce local businesses and SMEs to our live commercial opportunities. Some of these events will be focused on specific and specialist packages of work.



2018/19 HIGHLIGHTS

TARGETING LOCAL SPEND

During our first year we have significantly exceeded our target with over 50 per cent of our spend with local suppliers and businesses based within 30 miles of Peddimore.

To date 39 per cent of our spend has been with SMEs with less than 250 employees. Although this falls below our target of 50 per cent, most of our work to date has been focused on the submission of the planning application. We expect that the appointment of a main contractor to deliver the construction phase will have a substantial and positive impact on this commitment. The ability to subcontract locally will be a major consideration in our appointment, and we will be actively encouraging all of our supply chain partners to monitor and maximise their spend with local SMEs.



'MEET THE BUYER' PROGRAMME



The first of our five 'meet the buyer' events is being marketed locally and will be taking place in May 2019 at the Council House in Birmingham. This is aimed at opening up conversations with local businesses, providing an opportunity for companies to present their expertise and meet the project's procurement team alongside a number of our own service suppliers. Further events will be organised during the lifecycle of construction and these will be focused on specialist packages of work.



BUILDING RELATIONSHIPS WITH LOCAL BUSINESS

We are fully committed to ensuring that all of our future business opportunities are advertised locally and have already laid the groundwork for these processes ahead of any start on site.

For example, we have proactively engaged and held meetings with key local business organisations to outline future employment and supply chain opportunities, including the Sutton Coldfield Chamber of Commerce (30 January) and Castle Vale Business Group (15 March).

All of the tenders for Peddimore will be advertised through the 'Find it in Birmingham' online portal, including those from any of our supply chain partners. As we continue to instruct new suppliers as construction work begins, we will be encouraging them to use the website as a way of identifying local SMEs and specialist subcontractors. We have already received a positive response to our first package of utility works posted on the portal, which has generated over 30 responses.



MEETING WITH SUTTON COLDFIELD CHAMBER OF COMMERCE

3. PARTNERS IN COMMUNITIES

We have committed to creating and building relationships within the communities around Peddimore to ensure that the legacy of the development is shared with the local population.

Our engagement programme to date has gone beyond the requirements of the planning process. The partnerships we have established with local organisations will allow us to grow our understanding of issues and interests in areas around the site and ensure that our support is provided effectively to meet the needs of the community. We will work with local schools and community groups as well as with major private businesses to help empower local communities.

OUR COMMITMENTS

PROVIDE 500 HOURS OF EMPLOYEE TIME IN KIND

To commit 500 hours' worth of voluntary time by staff working across the Peddimore project, including our wider supply chain. This will take place via our involvement with local schools, further education colleges, universities and local charities.

SUPPORT A FURTHER SEVEN SCHOOLS BY HOSTING INDUSTRY AWARENESS DAYS

To deliver a programme of industry awareness days for pupils across seven further local schools. These will be hosted by IM Properties and supported by partners and occupiers of our sites.

SPEND £200,000 WITH SOCIAL ENTERPRISES

To ensure that we spend £200,000 with social enterprises and third sector organisations. This will involve agreeing contracts across a range of functions including catering, construction, cleaning, landscaping and recycling.

ESTABLISH A COMMUNITY FORUM FOR PLANNING AND CONSTRUCTION PHASES

To set up a Community Forum during the planning and construction phases of the project in collaboration with BCC and local ward councillors. This will provide an opportunity to build strong relationships with local stakeholders and a way of delivering regular project updates.

DELIVER A BUSINESS PARTNERSHIP PROGRAMME INITIATIVE IN THREE SCHOOLS

To support three local schools through the delivery of a Business Partnership Programme. This will see us commit to helping students prepare to enter the world of work, with career advice, CV writing and mentoring.

RAISE £250K OF DONATIONS FOR GOOD CAUSES

A commitment to donating or raising £250,000 for charitable causes. This will be achieved alongside our suppliers and occupiers through a combination of direct contributions and fundraising initiatives.

SUPPORT 12 COMMUNITY ORGANISATIONS AND EIGHT COMMUNITY PROJECTS

To work with BCC and identify 12 community organisations and eight other projects that can be supported via financial contributions, volunteering, or providing goods, services or training and employment opportunities.

ESTABLISH OCCUPIER LIAISON MEETINGS

To coordinate regular six-monthly meetings between development occupiers to address any issues arising during the operational phase and to maximise occupier engagement with the local community, including businesses.

CREATE A PEDDIMORE COMMUNITY FUND

To establish a Peddimore Community Fund that will support projects that are local to the area. This will include £180,000 donated by IM Properties and £90,000 of match funding from third party organisations.

2018/19 HIGHLIGHTS

OUR WORK WITH LOCAL SCHOOLS

The positive steps we have taken to support local schools over the past 12 months has seen us work towards identifying the three organisations for our Business Partnership Programme initiative. This includes the City of Birmingham School, a Pupil Referral Unit for children permanently excluded from mainstream schools. Our support will be delivered via the national Enterprise Advisor model, which is coordinated by BCC, Birmingham Education Partnership and the Careers and Enterprise Company.



As part of our commitment to hosting industry awareness days, we have also proactively contacted 20 local schools in Royal Sutton Coldfield, Erdington and Perry Barr to introduce the Peddimore project and have begun to develop a skills and careers proposition with those who have expressed an interest.

ENGAGING AND CONSULTING WITH STAKEHOLDERS

The submission of our planning application in January 2019 followed an extensive consultation process, which included a comprehensive programme of local engagement with elected members, residents, community groups and businesses.

We have actively engaged with and regularly presented to the Langley and Peddimore Consultative Group, who have acted as our community forum during the project's planning phase. In addition, we have liaised with local councillors and attended residents' meetings in Castle Vale and Minworth, providing details about the project and how it could help to address community needs.

Our social value programme was officially launched at an event held in November 2018, where representatives of community organisations were invited to attend to learn about the funding and support that will be available through the project.

PEDDIMORE COMMUNITY FUND



Among the most significant achievements in our first year has been the creation of the Peddimore Community Fund, which will allocate £270,000 of funding to local projects over a six-year period. We selected and appointed Heart of England Community Foundation (HoECF) to administer the fund.

Applications for grants opened January 2019, which will be available for sports, community, health and well-being and social welfare projects and formal training and education programmes. We will initially be looking to support up to 13 projects with grants of up to £2,000 per application. The first round of funding in April 2019 has seen us award grants worth a total of over £6,800 to four organisations, following assessments by HoECF.

SPEND WITH SOCIAL ENTERPRISES

We have made extremely positive progress on our commitment to spend £200,000 with social enterprises, having already spent over £78,000 in the last year. This includes with local community interest company Social Value Plus and our ecology consultant Middlemarch Environmental, a wholly-owned subsidiary of Warwickshire Wildlife Trust. Further plans have been developed that we hope will see us substantially surpass our target.

A COMMITMENT TO FUNDRAISING

The whole Peddimore supply chain has been engaged in raising £250,000 for good causes, and we have contributed the first £20,000 towards this long-term goal. We anticipate that momentum behind our charitable activity will build as planning certainty increases and the construction phase is underway.

LOCAL PROJECTS: WITTON LODGE ECO HUB

Our commitment to supporting good causes has seen our team surpass our 500-hour target of volunteering hours (providing 518 hours), and we will continue to deliver more voluntary time for local organisations. We have already engaged with a number of local community groups, including through BCC's Matching Projects scheme, and have identified six projects that could be supported.

One of these has involved a member of our planning consultant, Turley, working with Witton Lodge Community Association on proposals for a new Eco Hub, providing free consultancy (an estimated 60 hours) to develop its plans for a new green community asset powered by renewable energy.



MINWORTH JUNIOR SCHOOL DONATION

Following the theft of IT equipment in 2018 we offered financial support to Minworth Junior and Infant School, which is located less than a kilometre to the south of Peddimore. Our donation contributed towards the school's fundraising campaign for new computer equipment ahead of the 2018/19 school year.



4. GREEN AND SUSTAINABLE

Our Green and Sustainable Action Plan will make a major positive contribution to the delivery of a sustainable development, helping to create a positive social value legacy for Peddimore and support Birmingham's green economy.

The proposals have been developed to minimise their impact on the environment and will incorporate a range of innovative measures and technologies.

We are committed to delivering a development that respects our neighbours and over the last year have carried out a full assessment of the potential impacts from the scheme.

OUR COMMITMENTS



PRODUCE A SUSTAINABILITY ASSESSMENT REPORT

To conduct and write up a comprehensive Sustainability Assessment for the whole Peddimore scheme, including a pre-project assessment and a post-completion validation report.



ACHIEVE 30% CARBON REDUCTION THROUGH RENEWABLE AND LOW CARBON TECHNOLOGIES

A commitment to ensuring that 30 per cent of the carbon emissions are reduced across the site by using renewable sources, including from technologies such as air source heat pumps, solar photovoltaics and Smart Grid technology.



TARGET BREEAM EXCELLENT (2014) AND EPC 'A' RATING

To ensure that all buildings at Peddimore will be designed and built to achieve a BREEAM Excellent rating (2014 standard) and EPC 'A' rating - the highest level of carbon reduction and energy efficiency.



DELIVER A SITE-WIDE REGULATED CARBON REDUCTION STRATEGY

- **36% reduction**
- **1,361 tonnes per annum**

To develop a carbon reduction strategy that will target a 36 per cent reduction in carbon emissions across the whole of the site, which will result in a decrease of 1,361 tonnes of carbon per year.

-25%

DELIVER AN ENERGY STRATEGY TO SECURE 25% REDUCTION IN BOTH GAS AND ELECTRICITY DEMAND

To deploy an energy strategy that will reduce energy use across the Peddimore site, which will see a reduction of both gas and electricity demand by 25 per cent from baseline.



2018/19 HIGHLIGHTS

DEVELOPING A GREEN TRAVEL DISTRICT

In the past year we have shaped our proposals for a Green Travel District, which will cover Peddimore, Langley and the existing areas of Royal Sutton Coldfield, Minworth and Walmley. This aims to improve the mobility of people and goods to reduce reliance on the private car, promote walking and cycling to minimise impact on local roads, and improve air quality and accessibility to the site.

This will see us implementing measures that could include enhancing local bus services, creating new and enhancing existing cycleways and footpaths, setting up car and bike sharing schemes and providing electric vehicle charging infrastructure. Support for a Demand Responsive Service, which could be used to provide links to Coleshill Parkway station, nearby villages and links to Royal Sutton Coldfield and Solihull services, is also being explored.



In addition, Midland Expressway Limited (M6toll) and IM Properties are working together to ensure that traffic for the Peddimore development can make use of the M6toll and the benefits it brings. Opportunities being explored include offers similar to the currently available M6toll 'Hopper' product.

IMPLEMENTING THE SUSTAINABILITY COMMITMENTS

The Outline Planning Application (OPA) submitted in January 2019 presented the outline sustainability strategy, acknowledging that detailed design of the buildings was yet to commence and that further work would be required to provide the detailed implementation plan behind each target.

The OPA confirmed that all targets with respect to the buildings were on track. However, as the landscape strategy has been provided in greater detail along with the submission of the outline sustainability strategy, a number of commitments have been implemented which include:

- **The provision of a four kilometre cycling and walking route** around Peddimore to provide fantastic opportunities for recreation and health and wellbeing
- **Provision of multi-functional green and blue infrastructure** that provides a high degree of climate resilience
- **Completion of an embodied carbon assessment** that has developed a baseline with which reductions will be targeted
- **Integration of the required BREEAM credits** into the infrastructure and building contractor requirements

Peddimore is now entering the detailed design phase with strategies being developed to implement the targets.



4. GREEN AND SUSTAINABLE CONT'D

OUR COMMITMENTS



DEPLOY A SMART GRID SYSTEM FOR UNITS A, H AND J TO DELIVER AN AVERAGE OF 67% CARBON SAVINGS

A commitment to the installation of a Smart Grid energy system for units A, H and J, which will incorporate solar PV and battery storage systems and is predicted to generate carbon savings of an average of 67 per cent across the three buildings.



ESTABLISH ALLOWABLE SOLUTIONS/ENERGY FUND

To allocate £20,000 of funding to contribute to local fuel poverty initiatives. This fund will be used to support initiatives such as the development of an eco-hub with our partner Witton Lodge Community Association.



UNDERTAKE EMBODIED CARBON ASSESSMENTS OF MAIN BUILDINGS

To undertake detailed embodied carbon assessments of the components of each building at Peddimore to help identify practical low-carbon alternatives.



CREATE A 4.38KM WALKING/CYCLING ROUTE

A commitment to delivering over four kilometres of walking and cycling routes around the site, to provide employees and local people with opportunities for recreation and support the health and wellbeing agenda.



ACHIEVE 40% WATER REDUCTION TARGET FOR EACH BUILDING

To develop a water strategy that will target a 40 per cent reduction in water usage from the baseline figure generated from the BREEAM water calculator for each building at Peddimore. This will include using measures such as rainwater harvesting.



ESTABLISH SITE WIDE SUSTAINABILITY STRATEGY

To develop a comprehensive sustainability strategy for the Peddimore development containing targets and objectives, which will be reviewed and reported against.

2018/19 HIGHLIGHTS



CGI OF PEDDIMORE BROOK IN YEAR 10

SHAPING AN ARTS AND CULTURAL STRATEGY

Peddimore provides an excellent opportunity to deliver an inclusive and dynamic public arts programme. In 2018/19 we have engaged with the Erdington and Sutton Coldfield Arts Forums to help shape the first stage of this strategy which will ultimately cover visual, digital and performance art as well as events and participatory activities.

The forums are developing a place-based co-designed strategy which responds to local feedback. Members were present at all of our public consultation events to actively engage with local people to help refine our strategy. The second stage will see them identify the final themes and art forms and set out a clear plan for delivery.



ALLOWABLE SOLUTIONS FUND

Discussions with BCC have confirmed that the most effective route to implementing the allowable solutions fund – funding for off-site projects or measures that reduce carbon emissions – is for IM Properties to lead on the identification and funding of specific local carbon reduction projects.

We have approached our partner Witton Lodge Community Association with regards to the design and construction of their proposed 'eco-hub' at Witton Lakes. This eco-hub has funding from the National Lottery to construct a community centre aimed at providing assistance to residents currently suffering from fuel poverty. Our consultant team is working proactively with Witton Lodge to provide technical assistance with respect to enhancing its sustainability credentials and providing additional financial assistance.



A WORD FROM OUR PARTNERS

Our programme aims to support and empower people local to Peddimore. We will build on third sector activities and the work with our social value partner organisations currently active within local communities to create opportunities and deliver a legacy of sustained economic and social change.



"We are delighted to partner with IM Properties on the Peddimore development social value activities. We'll work together to make sure that IM Properties and the supply chain's social value efforts are deployed effectively to address the needs of young people at risk of homelessness. This is a priority for the city and the region and it is good to see that businesses are responding to the challenge."

Jean Templeton, CEO, St Basils



"We are looking forward to working with IM Properties and their contractors over the coming years. We hope and expect that our relationship will evolve as we provide a number of services that are useful to IM Properties and the supply chain. And, of course, we'll make sure that our vulnerable people get training, work experience and employment as the development progresses."

Richard Beard, CEO, Jericho Foundation



"We are happy to partner with IM Properties as their conduit to the local communities. IM Property's plan to make this development connected to the local community and our deep and broad reach makes this a perfect partnership. As the development progresses, we'll work together to make sure that local community organisations maximise the opportunities that this development presents."

Simon Wilson, CEO, The Pioneer Group



"Witton Lodge Community Association is pleased to be working with IM Properties and the supply chain to ensure that local residents are prepared and have access to the job opportunities presented by the development, both for the construction phase and eventual occupiers of the buildings. IM Properties commitment to local employment and our ability to bring local people and training providers together will bring positive outcomes for our residents."

Afzal Hussain, CEO, Witton Lodge C.A.

A YEAR IN NUMBERS



£78,000
spent with local suppliers



Raised over
£20k
for local causes



Contributed over
500
volunteer hours



Successfully engaged our
four
social value partners



Over **50%**
of our spend with local suppliers



Launched our
£270k
Community Fund to provide money for local projects, awarding the first **£6.8k** of funding



GET IN TOUCH



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03308 384 199
Standard rates apply



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