

# BUCKLER'S PARK: CROWTHORNE COMMUNITY CHARTER



*"Our ethos is that we should build houses and communities where we would be happy to live with our own families. To do so we need to listen to what our communities want, which is reflected in our approach to social value. We understand the importance of a two-way dialogue from the outset, so that our investment in Buckler's Park has the most positive impact it can."  
"There's been a recognisable positive impact on the community already and this is only year one – there's a palpable excitement among all of us when we consider what's still to come."*

**John Allan, Managing Director, Legal & General Homes**

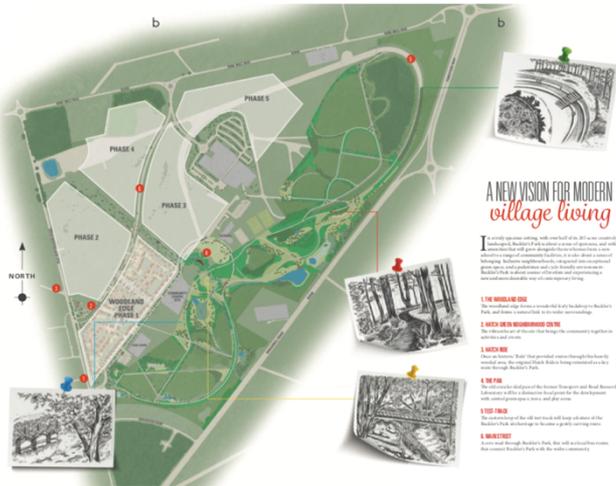
The Crowthorne Community Charter project aims to create a unique social charter, which is to monitor how its developments benefit local communities, delivered by Local & General Homes and the Social Value Portal. The project consists of two parts, requiring different approaches in terms of social value: in the first phase, L&G intends to build 207 new homes along a primary school, care home and community facility. In the second phase, community engagement will unlock future investment opportunities, making sure that local priorities and needs are met.

## The Social Value Portal

The Social Value Portal is an on-line solution that allows organisations to measure and manage the contribution that their organisation and supply chain makes to society, according to the principles laid out within the Public Services (Social Value) Act 2012. Our solution allows organisations to report both non-financial AND financial data and rewards organisations for doing "more good" in the community.

We can measure environmental, social and economic activities and will help identify and measure the additional Social Value delivered through your project in terms that are meaningful to your customers.

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## The Process

### Phase 1

The first phase can be identified as the building of the new homes in the area, delivered by Local & General Homes, paying special attention to unlocking social value in the process. They are using the Social Value Portal's National TOMs framework as a kit for monitoring the social value delivered, and they are also determined to prioritise social value through procurement, ensuring that their supply chain meets a certain goal of social value created. This is achieved by a Social Value bidding based on the L&G objectives and local needs analysis, with 15% social value weighting in choosing the winning bid.

### Community Engagement

Community engagement is a key element in identifying local needs and priorities, in order to help the local community in an open and transparent way. In the first phase, this is achieved through surveys and workshops, with the contribution of 450+ people. Their responses and priorities are summarised in the form of a community wish list, including items such as adult education programmes, youth clubs, mental health support and litter management, which is now available and open to any groups, individuals or businesses to invest in.

In order to ensure constant communication between the community and Legal & General Homes, Meena Bahra from the Social Value Portal is now working as a Community Co-ordinator, regularly updating the community wish list.

The project is just coming to the end of the first phase, but there are many possibilities for the future. The community is also taking initiative in delivering their ideas: welcome packs are being organised to welcome new residents and help them integrate with the existing community.

## Legal & General Homes

Legal & General's aim is to become the leading provider of top-quality homes and first-class customer service in the UK housing sector. They want to challenge and change public perception of new homes being inferior to older properties, by delivering a product which surpasses buildings of the past in terms of quality, efficiency and comfort.

Legal & General Homes believe that the key to delivering real benefits is not only through effective engagement with local communities, but that this must be done on a genuinely collaborative basis. This is why Legal & General Homes is working with the Social Value Portal to develop the UK's first Community Social Value Charter for Crowthorne, in Berkshire.



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## Protecting and improving the environment

Sustainability and the environment are at the heart of Buckler's Park – before, during and after construction. 410,000m<sup>3</sup> of material which would usually be discarded has been used in the construction of roads, footpaths, cycle ways and parking areas on site. In not having to remove this waste, 27,000 HGV movements have been saved – vastly reducing CO<sub>2</sub> emissions. It doesn't stop when the houses are finished. Each property includes a Hive electronic thermostat and multiple heating zones as standard, helping residents manage their energy usage – good for the planet, and good for their savings.

Community wellbeing is integrated into the design of the whole development. Shared spaces include allotments, a central hub and the new Buckler's Forest. The parkland – which include 20,000 new trees – will protect and enhance local biodiversity, supporting flora and fauna while providing a new place for walks and outdoor activities, relieving the pressure on the trails in Swinley Forest. The design also references the site's heritage as the former Transport Research Laboratory – a major local employer – with the skid pan and test track now forming a gentle curving route around the site.

## Energy Cost

Victorian House vs Legal & General Homes



These calculations have been carried out using SAP2012 and nSAP methodology using standard occupancy and heating patterns. These values are therefore indicative and should not be interpreted as true heating cost predictions.

## Delivered to date:

- £4,096,422 of social value
- quarterly £2,000 charitable grants
- employees spending 287.5 hours volunteering in Crowthorne
- 81 out of the 90 people hired are locals, out of which six young people who were not in education, employment or training (NEETs) and two long-term unemployed and one rehabilitating offender

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