



Peddimore Social Value Report 2022/2023



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Welcome to the latest Social Value report for Peddimore



“We have kept in close contact with project partners, to understand their challenges and changing needs and sought to assist them through our expertise and resource.”

Since IM Properties (IMP) was appointed Birmingham City Council’s development partner for 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 the Royal Town of Sutton Coldfield.

The Social Value commitments that IMP has made, form an important part of our agreement with Birmingham City Council. As we have previously recognised, these targets, which are wide ranging and cross four key principles of the Birmingham Business Charter for Social Responsibility, will challenge both our business and our supply chain partners.

We could not possibly have foreseen the challenges that have arisen since our first review of progress in 2019. The pandemic has disrupted momentum, and in some instances our ability to deliver activity in several key areas. It has not however diminished our ambition to deliver. In fact the events of recent years have served to galvanise our teams efforts, recognising the responsibility we have as a developer to maximise the benefits associated with our investment and the development.

We have continued wherever possible, and in difficult circumstances, to deliver. We have kept in close contact with project partners, to understand their challenges and changing needs and sought to assist them through our expertise and resource. We have established new relationships, and supported new initiatives, including for example the North Birmingham Economic Recovery Board, formed in recognition of the unprecedented circumstances that COVID created and their impacts on the communities north of the City.

The easing of Covid restrictions was welcomed and coincided with the start on site (July 2021). With a contractor appointed we have been working hard to realise the positive outcomes associated with the employment and skills commitments that

form a critical part of the Social Value programme. Having established the right organisational infrastructure in the early stages of the project, and with our main contractor having appointed a dedicated Social Value lead, Emma Rhymes, things have progressed well. We continue to establish and build relationships which we hope will endure and maximise the positive outcomes associated with the development.

Following the grant of the principal planning permission in 2019, we have made enhancements to the scheme and secured planning approval for one of the first buildings on site and significantly advanced the build. When fully operationally, it is estimated the occupier of this building (unit B) will support at least 1,400 jobs.

We continue dialogue with a range of prospective occupiers for the site, and with the economic context stabilising a little, we look forward to sharing more good news in the near future. As before, I would encourage you to read the report, which reflects on all progress to date. Please engage with us and feedback on our progress and our continued direction of travel. We want the project to be the best it can be and remain agile such that we can seek to respond to the changing needs of the communities surrounding the project.

David Smith
Director, Planning & Communities
IM Properties

2 About this report

Wide ranging Social Value commitments over an estimated project period of six years were 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.



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

Five years on, this report revisits the Social Value commitments we have agreed with Birmingham City Council as set out in our first report and seeks to provide a consolidated summary of the progress achieved to date.

The report captures our progress in numbers, alongside some details of the positive outcomes and stories associated with the project, all of which helps illustrate what can be done when interests are aligned.

Should you require any further detail of any aspect, we would encourage you to make contact with our team. This report is broken down into four sections each focussing on the following areas: Local Employment, Buy Local, Partners in Communities, and Green and Sustainable.

Each section showcases a snapshot of evidence on the progress against the commitments underpinning each overarching principle.

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 of the project we are developing buildings for employment on 37 acres of the 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.

SITE PROGRESS

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

We are committed to innovation throughout the development, from buildings that exhibit high levels of environmental performance, through to well considered transport links (including a proposed Green Travel District launching in 2023) and high-quality amenities for employees and the community – all contributing to placemaking.

The park will be built to a high standard of design, with a consistent architectural language, and will include substantial and attractive landscaping to help best integrate the development into the local area.

As of April 2023, we have substantially advanced the infrastructure works that are required to open up and access the site, including the new A38 roundabout, internal estate roads, cycle/pedestrian provision and development plateaus.

Work is ongoing to bring forward the strategic landscaping (and screening), with over 110 semi-mature trees, approximately 300 native extra heavy standard trees, almost 10,000 mature standard trees and approximately 110,000 other native forestry transplants.

INDICATIVE SITE MASTERPLAN



4 Our approach and governance

At the outset of the project, we 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 included assigning a director and appointing a manager with responsibility for Social Value, as well as engaging an employment and skills specialist.

This resource has been enhanced with the addition of a data manager (to ensure we are capturing all project data) and a dedicated Social Value manager appointed by Winvic Construction Limited to realise their contractual commitments to us and local communities.

Our Social Value Steering Group continues to meet to evaluate our progress, as well as prioritising actions, to ensure we can deliver against our targets. Equally, our project Employment and Skills Delivery Group is reconvening with a renewed focus to help us work towards our local employment goals (looking towards the operational phase). By way of reminder, this includes representatives of our four Social Value partners, all locally-based, not-for-profit community organisations that are already well established in working with communities in Birmingham.

We have enhanced our delivery infrastructure through our support to the North Birmingham Economic Recovery Board.

Championed by the late Jack Dromey MP and now spearheaded by Paulette Hamilton MP alongside Peddimore Charity Partner Witton Lodge Community Association, we have provided resource to help co-ordinate activity but are also using the Board as a means to communicate employment, skills, training and procurement opportunities to the widest possible audience.

We are hopeful that as these relationships mature, it will provide a sound foundation for the occupational stage of the project, and stakeholders relationship with the businesses that choose Peddimore as their home.



Our Social Value partners

Supported by



Jericho

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.



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



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.



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.



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



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 section 5 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 in a timely manner in line with 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, which also align with our own sustainability strategy, “Sustainable Futures”.

Launched in 2022, Sustainable Futures sets out our 2030 ambitions based around three central themes: People, Place and Planet, ensuring that over the next decade sustainability is central to how we work.

Our experience of delivering Social Value at Peddimore played an important role in the creation of the agenda, particularly when outlining our “Place” commitments, where we aim to create positive change in communities where we work, benefiting the local economy through jobs, training, and local investment. We know how crucial it is that we take the time to understand communities’ current and future needs, to ensure we leave a positive lasting legacy.



LOCAL EMPLOYMENT

Our work to deliver 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.



Our local employment commitments

A number of our local employment commitments with Birmingham City Council (BCC) relate to the construction and operational phases of the development at Peddimore.

Significant progress has already been achieved to put in place the personnel, frameworks and governance to set the wider local employment programme up for success.

Peddimore will support approximately 6,500 new jobs once fully operational, with an estimated 50 per cent taken by residents living in Birmingham and 45 per cent living within the wider West Midlands.



1 Deliver a minimum of 60 person weeks per £1m spend during construction.

To provide employment opportunities through the project's construction phase, equating to a minimum of 60 person weeks for every £1m spent. The breakdown of these opportunities includes 40 per cent work placements/ internships, 30 per cent apprenticeships and 30 percent full time employees.

1



2 Support 12 individuals on the Building Birmingham Scholarship programme.

A commitment to supporting 12 young people on the Building Birmingham Scholarship programme, which will include financial support of £9,500 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.

2



3 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.

3



4 Prepare a local employment strategy for Peddimore's operation 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.

4



5 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.

5



6 Ensure all opportunities are advertised with the employment access team.

To ensure that all new employment opportunities generated from the project will be advertised through BCC's Employment Access Team (EAT). This will include any opportunities that arise through our wider supply chain.

6

Weeks of employment and training by new entrants

Providing local employment opportunities to ‘new entrants’ can be a means of realising sustained socio-economic change. Building on the relationships that we have fostered early in the project, Winvic Construction Limited have focused on maximising local opportunities associated with the infrastructure phase of the project and first vertical build. This is primarily focused on the Birmingham administrative area, whilst acknowledging that the sites location on the periphery of the city will positively present opportunities for adjoining communities in North Warwickshire Borough, Solihull Metropolitan Borough and beyond. The range of roles to date have included groundwork operatives, project manager, site operatives, machine/plant drivers, and security.

Alongside and complementary to the focus on local employment, as part of the infrastructure contract, Winvic have designed and delivered (with partners) a range of training and skills initiatives to support candidates back to work. Across the reporting period this has included Traffic Management courses, CSCS courses specifically for GKN employees facing redundancy, and apprenticeships with UK Electrical, Winvic’s electrical subcontractor on Peddimore.

To date, 646 weeks (of the total 2977 weeks) of training have been completed to help support people back into work, 87% of which were completed by individuals residing in the local impact area.

Birmingham Administrative Area



2,977 weeks

of employment and training completed by new entrants
Consisting of work placements/ internships, full-time employment, apprenticeships and training.



216

people completed these weeks of employment and training

New Entrant Definition:

- A new employee to the company and:
 - A person that is leaving, or in an educational establishment, or
 - An unemployed adult, or
 - A person’s whose current employment is at risk of termination, or redundancy



Employment and training weeks completed by new entrants in total

9476 weeks

of employment and training completed by new entrants
Consisting of work placements/ internships, full-time employment, apprenticeships and training.



758

people completed these weeks of employment and training

Josie Tildesley - Cable Puller for Electric Distribution Centre (EDS), a subcontract to Winvic’s electrical subcontractor UKE on Peddimore



BUILDING BIRMINGHAM SCHOLARSHIP

Bringing the community together

We began supporting the Building Birmingham Scholarship (BBS) in 2018, and to date have supported 16 students on their journey through university.

Support comes in the form of a financial commitment to students, supported by professional mentoring and work experience opportunities to assist them with a career within the built environment. Each student has been introduced and assigned their own mentor from either the IM Properties internal team, or volunteer members of our supply chain. There has been 22 weeks of successful work placements undertaken, hosted by our supply chain partners such as Rider Levitt Bucknall, MBA Consulting Engineers and BWB Consulting.

In October 2022 we hosted a BBS event to celebrate the students, business mentors and businesses that have supported our young people on their scholarship journey.

This gave us an opportunity to bring mentees together, while providing a space to interact with the network of local businesses, mentors, and fellow students. The event was a big success which we hope to repeat in 2023.

BUILDING BIRMINGHAM SCHOLARSHIP

The power of a quick chat: mentorship in action

A big part of the scholarship programme is the mentoring available to students. Matched with an industry mentor, they're offered valuable support and advice throughout their journey.

It's proved a rewarding experience for both second-year Quantity Surveying student George and his mentor Frank, a project director at IM Properties.



Frank Fitzgerald and mentee George Anstiss pictured at the BBS celebration event

"It's been great to meet George at the start of his career and I've been tapping into all his enthusiasm and positivity. It's not so much about the quantity but the quality of the time you can spend with someone – and it's been really heartening to realise there's huge value in simple things like a quick chat and sounding off on a few ideas."

Frank Fitzgerald
Mentor and Project Director, IM Properties

"I'm very grateful to have Frank as my mentor. His tenure in the industry means I'm able to tap into great advice and wider knowledge that wouldn't otherwise have been available to me. It's been a brilliant experience – and it's even helped me create a lasting network in the industry."

George Anstiss
Second Year Quantity Surveying Student



"I owe a great deal to the Building Birmingham Scholarship programme and IMP. Without their support, none of my achievements would have been possible. Their guidance and assistance were unparalleled, and I'm immensely grateful for their belief in me."

Zekariye Yusuf
Graduate Trainee

BUILDING BIRMINGHAM SCHOLARSHIP

Shaping the future of quantity surveying

A notable success is that of Zekariye Yusuf, one of the first cohort of students recruited in September 2019.

Following his graduation from the University of Birmingham with a degree in Quantity Surveying, we helped introduce Zekariye to a graduate role at Spitfire Homes, the housebuilding arm of IM Properties. After a rigorous interview process, he was appointed as a Commercial graduate trainee and is thriving in his position.

Zekariye Yusuf, BBS student and Commercial Graduate trainee at Spitfire Homes, pictured at the BBS celebration event

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 buy local commitments

Our supply chain will be 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.

Throughout the construction phase there will be significant opportunities for local suppliers and we have taken steps to ensure that these will be widely promoted and communicated.



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.

1



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.

2



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.

3



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.

4



Create a dedicated procurement hub to connect local businesses with opportunities.

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.

5

“Throughout the construction phase there will be significant opportunities for local suppliers”

Meet the Buyer Programme

We have committed to running five Meet the Buyer events across the lifetime of the project and have so far delivered 3:

- **May 2019 (in person)**
- **August 2021 (virtual)**
- **July 2022 (in person, workshop style)**

The event delivered in July 2022 was designed slightly differently and on a smaller scale to our first in-person Meet the Buyer event back in 2019.

Local businesses met specifically with a selection of the Winvic's supply chain that were working on the project up to the end of 2022. Prior to the workshop, the supply chain detailed what they were looking to source, and local business established what they could provide; matches were made in advance to ensure the right businesses could have the appropriate conversations with each other, and the workshop could be as beneficial as possible.

Eight local businesses attended this event and following this, Winvic developed a relationship with Sunbelt (rental tool and green equipment solutions business) who helped support the contractor with the West Midlands Fire Service social value event, 'Festival of Rescue' and are now working together to explore how their collaboration can maximise social value and local impact.

The final two Meet the Buyer events will be used across the remainder of Phase 1 works.

A commitment to supporting SMEs

We're dedicated to supporting local businesses and Small and Medium Enterprises (SMEs), particularly those within 30 miles of Peddimore.

Our aim is to ensure 50% of our spend is with SMEs. Currently, this stands at 46% (IM Properties and main contractor spend combined). The expenditure now includes costs related to the infrastructure and build phase, as well as advisory and professional services. To ensure close review of this commitment, the main contractor is required to monitor and report on SME procurement on a monthly basis.



Building relationships with local businesses

In December 2021, together with IM Properties and Winvic, we jointly presented a workshop entitled 'How to use business branding and social media to create impact'. It received an overwhelmingly positive response from attendees.

Building on this success, we delivered two more workshops, emphasising the significance of strategic marketing for business growth. Participants gained valuable insights into coordinating outbound and partner marketing, the value of PR, and why effective marketing is a crucial component of any business plan.



Winvic's Head of Marketing, Communications and Social Responsibility Heidi Salmons and IMP's Head of Marketing Lyndsey Thomas presenting their follow up NBER Business and Growth workshop in January 2023

"It was great to see so many people taking part, with many commenting on how they picked up useful tips on how to create meaningful and impactful marketing"

Jobeda Shahed,
NB:ER Coordinator

"It was a pleasure to deliver the latest workshop. Attendees were really engaged throughout our session, asking considered questions and making valuable connections with other small businesses"

Lyndsey Thomas,
Head of Marketing, IM Properties

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 partners in communities commitments

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. There is clear evidence across our commitments that we are making a difference.



Create a Peddimore community fund.
To establish a £270,000 Peddimore Community Fund (inclusive of match funding) that will support projects that are local to the area.

1



Support 12 community organisations and 8 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.

2



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 fund raising initiatives.

3



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, local charities and community organisations.

4



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.

5

“We will work with local schools and community groups as well as with major private businesses to help empower local communities”

Our partners in communities commitments

Continued



IM Land colleagues host a workshop for Hamstead Hall Academy students in 2019



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.

6



Deliver an enterprise advisor initiative in three schools.

To support three local schools through the delivery of an Enterprise Advisor initiative. This will see us commit to helping students prepare to enter the world of work, with career advice and employability skills.

7



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.

8



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.

9

Community organisations

To date, we've supported:



34

community organisations against a target of



12

through providing our time, expertise, resources or financial support

We are proud to have positively impacted a number of organisations through support and time delivered by IM Properties, the main contractor and our extended supply chain.

Jericho

Pioneer Group

Witton Lodge

West Midlands Fire Service

UKRO

North Birmingham Economic

Recovery Board (NBER)

Brownies

The Trussell Trust Foodbank

EAT

WMCA

Little Hearts Matter

Nuneaton Signs

Building Heroes

St Basils

Little Princess Trust

Bethany Pentecostal Church/

Bethany Community Outreach

Voluntary hours progress

We have so far provided:



4,265 hrs

of employee voluntary hours against a total target of



500 hrs

Our voluntary hours target has been achieved through ongoing support and involvement with local schools, colleges, universities, local charities and community organisations. We have engaged both our own employees and wider supply chain colleagues and provided them with opportunities to offer their time and expertise.

After significantly exceeding our commitment target, we have refined our approach and broken the figure down into three categories to ensure future activities are best aligned with the communities closest to Peddimore.



2,082 hrs

Peddimore Specific - specific impact on the immediate surrounding communities

1,269 hrs

Birmingham - activities which have a direct impact on the Birmingham area

914 hrs

Wider - general activities impacting on a wider area outside of Birmingham

Examples of volunteering activities from IMP, Winvic and our wider supply chain:



81 hrs

Jericho House Refurbishment

13 hrs

Bethany Foodbank

15 hrs

Go Construct School activity

15 hrs

Greenwood Academy activities

30 hrs

Erdington School activities

100 hrs

UKRO Fire Service

32 hrs

Our Place - counselling rooms repaint

150 hrs

Minworth Primary - SENCO pastoral hub refurb

Education engagement and support

With the support of Winvic, we have supported:



15

Schools against a target of



7



650 hrs

Of school volunteering time has been delivered across a varied range of activities.

We work alongside our main contractor Winvic to promote career opportunities at Peddimore and within the construction industry. We also encourage Winvic and its supply chain to partake in their own school based activities to enhance our commitment.

We have engaged with more than double the amount of schools than our original target and will continue to provide the vital support which is needed.

Some examples of our work with schools to date:

Erdington Academy

Careers Days / Careers Fayres / Mock Interviews

Greenwood Academy

Mock Interviews

Stockland Green

Careers within the Built Environment Presentation

Footsteps Nursery

Contractor Visit

Holy Cross Nursery

Contractor Visit

Birmingham City University

Careers Awareness Day

South and City College

Careers Day

City of Birmingham School

Go Construct / CV Writing

St Edmund Campion

Regeneration Workshop to Year 10 Geography Students

Big ideas for good

We've partnered with Solutions for the Planet, a social enterprise promoting sustainability and STEM careers to young people to further enhance our education offering.

Together, we're bringing their Big Ideas programme, aimed at 11-14 year olds, into schools.

During this reporting period we supported Hodge Hill School with a business mentor, IMP's Group Sustainability Director Andy Swain, between September 2022 and March 2023, helping them develop a creative solution for a sustainability issue to be presented to judges. We will track the progress of Hodge Hill students in the programme and hope to provide a positive update in the next report.



Solutions for the Planet's 2022 Big Ideas programme



"I have been a long-time supporter of the Big Ideas programme and when I came to IM Properties in 2022 I encouraged the company to become a business partner. It's such a rewarding and well-conceived project to support and very much aligns with our own values and vision as part of our Sustainable Futures framework. Not only that, the annual Big Ideas programme supports the UN's Sustainable Development Goals which IM Properties has aligned its Sustainable Futures' strategy to. It also adheres to the Government-adopted Gatsby Benchmarks of Good Career Guidance. It's a natural fit for IM Properties."

Andrew Swain,
Group Sustainability Director

Community projects

We have supported:



16

Community projects against a target of



8

Examples of community projects supported by IMP, Winvic and our wider supply chain during the reporting period are:

Jericho

House refurbishment

Pioneer Group

“Pathway to Peddimore” employment talk, highlighting training/employment opportunities

Witton Lodge

Pro bono and professional team advice related to the Eco Hub

Witton Lodge

Community talk delivered by Alex Berry from sub-contractor Earthworks on his construction career

UKRO Fire Service charity

Ambassadors of "Festival of Rescue"



The Jericho house project

In June 2022, one of our four Social Value partners, Jericho, requested our help refurbishing an asset they wanted to use to house vulnerable women from across Birmingham.

A great team effort, this involved 15 staff volunteers who provided 81 hours of their time. They were supported by one of our housebuilder contractors, Sevlow Painting Contractors, who provided free paint and three skilled painters to work on the hall, stairs and landing, free of charge.

Over the period of the project to date, we have developed strong relationships with our Social Value partners and a range of local community organisations

through volunteering, pro bono support, fundraising and donations. We will continue to nurture these as the project progresses.

The Jericho house project is a great example of what can be achieved when we come together. We caught up with Louise Gore from Jericho whilst IMP volunteers were assisting in the refurbishment, who told us why support like this is so important to organisations like Jericho.

A long-lasting partnership

Our main contractor, Winvic, continues to support us with our commitments and is actively invested in helping the communities surrounding the Peddimore development and its wider impact area. This year, we've worked on notable projects such as:

Our Place Community Hub

A team of Winvic colleagues came together to repaint two counselling rooms and a large therapy playroom to create a warm and welcoming environment for the local people and families who use the Hub.

Minworth Primary School

At the closest school to the Peddimore site, Winvic worked with senior leaders and their extended supply chain to revamp the schools SENCO Hub and create a new purpose-built pastoral room for students. This now provides a welcoming environment for students and staff.



Winvic colleagues pictured at Our Place Community Hub

Charity fundraising, donations and support

So far we've raised:



£220k

for charity through our IM Properties and supply chain activities via fundraising, donations and sponsorship against a target of



£250k

As with the paid voluntary hours commitment, we have refined our approach and broken our fundraising figure down into three categories to allow a focus on activities which are most aligned with the Peddimore communities:



£157.6k

2,082 hrs

Peddimore Specific – specific impact on the immediate surrounding communities

£21.5k

1,269 hrs

Birmingham – activities which have a direct impact on the Birmingham area

£40.9k

914 hrs

Wider – general activities impacting on a wider area outside of Birmingham



Supporting our partners

Examples of activities:



Jericho House volunteers



The Big Sleep Out 2022 team



The Eco Hub launch



IMP Managing Director Tim Wooldridge

Jericho



£6,437

Given in fundraising and donations



93.5

Voluntary hours provided

House refurbishment, mental health training for staff, supporting survivors of modern slavery, agents launch, mentoring of marketing manager

St Basils

Works with young people



£38.2k

Given in sponsorship, fundraising and donations



217

Voluntary hours provided

Hike for Homeless, The Big Sleep Out, furniture donation, London marathon, agents launch, half marathon, triathlon, dignity bags (Winvic)



£20.8k

Given in fundraising and donations



51

Voluntary hours provided

Ladders of Opportunity, agents launch, business workshops, Eco Hub, employment talks (Winvic)

The Pioneer Group

Making lives and communities better



£2,300

Given in sponsorship, fundraising and donations



10

Voluntary hours provided

Agents launch, half marathon, business workshop, Pathway to Peddimore (Winvic)

A selection of our wider fundraising activities

Birmingham and Black Country Wildlife Trust
£2,000

IM Properties' sponsorship of the Wild Walk Week

Little Hearts Matter
£2,330

Funds raised to support participation in Tough Mudder event (Winvic)

Little Princess Trust
£650

Funds raised by Winvic colleague for charity head shave

West Midlands Fire Service
£20,000

Winvic's sponsorship and support of UKRO Festival of Rescue

Energy voucher distribution initiative
£54,310

Further information on this IMP and Winvic joint scheme can found in the Green and Sustainable section of this report

The Trussell Trust (Erdington)
£1,440

Charity football tournament arranged by Winvic to support impact of cost of living crisis



Birmingham & Black Country
Wildlife Trust

WILD WALK WEEK

Take a Walk on the
Wild Side

Saturday 22nd - Sunday 30th October

Our annual fundraiser returns, featuring guided walks and orienteering!

Register Now!

bbcwildlife.org.uk/WildWalkWeek

Sponsored by



Peddimore Community Fund

We have provided:



41

Grants to date totalling

£93.8k

With

£290k

Of match funding. This is helping to support an estimated

35,535

Local lives



One of the most tangible successes to date has been the creation of the Peddimore Community Fund, a £270,000 fund administered on our behalf by the Heart of England Community Foundation (HoECF).

The fund was established in 2018 to support local initiatives surrounding Peddimore with grants of up to £2,000, helping fund a wide range of projects, from social welfare and health and well-being initiatives to sports, community projects, and formal training and education programmes.

As expected, the location of the site means we have received lots of applications from the Sutton Coldfield constituency.

Due to high level of deprivation and local need, we have given priority focus to the constituencies of Erdington and Perry Barr, as well their neighbouring wards.

Constituency	No. of grants awarded	£'s awarded	No. of lives benefited (estimate)
Sutton Coldfield	16	£42,946	5,474
Erdington	12	£22,574	29,153
Ladywood	5	£8,380	333
Hodge Hill	4	£7,917	295
Perry Barr	3	£5,996	280
Total	40*	£87,814	35,535

*In addition to the above, a grant of £6000 was awarded to the HOEFC for the Covid-19 emergency fund in April 2020.

Peddimore Community Fund – supporting vital local projects

Here is a snapshot of some of the fantastic projects we have funded during the 2022/2023 reporting period.



Britannia Youth Organisation

Enabled the purchase of a new greenhouse and equipment for the community allotment.



Mubu Music

Funding will assist with its “Live at the Lodge” free music tuition.



Bethany Pentecostal Church/ Bethany Community Outreach

Vital funds provided to assist the food bank with record level demands for its services.



Elayos

Funding toward the set up of a Baby Bank which supports women accessing its female doula service.



Lily Mae Foundation

Supported the creation of memory boxes for recently bereaved parents of still born or neonatal children.



Erdington Cricket Club

The grant provided facilities and equipment for a local community sports team.

41

Projects supported by the community fund as of April 2023.



Health



Mental Wellbeing



Education



Young people/
Families



Community/
Environment



Sport



Social Enterprise spend figures

We have, so far, spent:



£312.5k

with Social Enterprises which equates to



156%

of the total project total of



£200k

through our supply chain activities

Although we have already exceeded this target, we want to help increase this by providing a link between our supply chain and local social enterprises, and have already seen continued trade and business relationships flourishing outside of the Peddimore activity.

Our green and sustainable commitments

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.



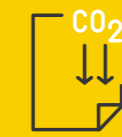
Produce a sustainability assessment report.
To conduct and write up a comprehensive Sustainability Assessment for the whole Peddimore scheme, including a pre-project assessment and a post-completion validation report.

1



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.

2



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.

3



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.

4



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.

5



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.

6

Our green and sustainable commitments

Continued



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.

7



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.*

8

(*this commitment has since evolved and is subject to unit layout and changes in environmental regulations)



Achieve 40% water reduction target for each building.

To develop a water strategy that will target a 40 percent 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.

9



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.

10



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.

11

Helping the community with rising energy costs

We understand the important role our business, supply chain, and occupiers have in supporting the communities we invest in.

With increasing energy costs across the UK, fuel poverty rates rose in January 2023, disproportionately affecting low-income households including Erdington, located near Peddimore, which ranked in the top 10% of deprivation nationwide.

To address this issue, we partnered with Winvic and received financial support from the first occupier to run an energy voucher distribution initiative in February and March 2023.

A joint effort

Auriga Services, owned by Severn Trent Water Charitable Trust, administered the initiative, with 1000 vouchers purchased at a cost of £49 each. They were distributed to low-income families who use pre-payment meters with at least one child in the Birmingham administrative area. The vouchers were distributed by IM Properties and Winvic staff volunteers from local community organisations and Erdington Foodbank.

Currently, 621 vouchers have been distributed, and we are planning additional distribution days throughout the spring.

Our goal is to support the communities that we invest in, particularly those who are most vulnerable to rising energy costs, and we will continue to seek opportunities to make a positive impact in the communities where we operate.



6 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 of our Social Value partner organisations currently active within local communities to create opportunities and deliver a legacy of sustained economic and social change.



Jericho

"IM Properties commitment to our mission at the Jericho is creating a powerful synergy, growing a platform to showcase our services and enable us to access opportunities to empower and transform the lives, and build more sustainable futures for those facing barriers. Working alongside their team and their supply chain, we have welcomed their transformative approach to business in helping to build a brighter and more inclusive future."

Richard Beard
CEO, Jericho

St Basils

Works with young people

"We would like to thank IM Properties for their unwavering support. They have embraced our work to help build a brighter future for youth in our city and not only contributed financially but encouraged their team and supply chain to get alongside us too. They've joined the Big Sleepout and as sponsors for the third year of our Hike for Homeless fundraiser, they've shown they're once again up for the challenge. We are immensely grateful to IM Properties for the impactful relationship we have been able to build with them."

Jean Templeton
CEO, St Basils



"In our journey together, we have nurtured a relationship that is proving that business and social impact are not mutually exclusive. IM Properties' vision to create positive change in communities has seen us share in their team and their supply's chain wealth of skills, expertise and resource to help build a more sustainable future for the residents and businesses of north Birmingham. We have collaborated on our transformative Eco Hub and are now working to create employment pathways and opportunities to empower local people and gain real benefits from social value."

Afzal Hussain
CEO, Witton Lodge C.A.

The Pioneer Group

Making lives and communities better

"IM Properties has been a valued social value partner for the Pioneer Group in Birmingham over the past four years, during which our relationship has grown. Their collaborative approach has created a better understanding of the challenges faced by local communities and is enabling pathways to employment. These strong foundations will maximise the potential outcomes from future partnership working as their Peddimore scheme progresses."

Simon Wilson
CEO, The Pioneer Group

Key achievements during the project to date



£312.5k

Spent with Social Enterprises



146

Disadvantaged individuals have been supported into employment and/or training



£157.6k

Raised for causes local to Peddimore



2,082

Peddimore specific volunteer hours contributed



16

Candidates supported for the Building Birmingham Scholarship and secured 22 weeks of work placements and careers



£93.8k

Awarded since the launch of the Community Fund impacting 35,535 local lives



19%

Of project spend with local suppliers



216

New entrants from within the Birmingham administrative area have completed employment and training



2,977

Employment and training weeks completed within the Birmingham administrative area

Get in touch



03308 384 199



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