

## DOING THE RIGHT THING CONTINUED

# Inspiring the next generation and supporting our communities

Building communities and improving our neighbourhoods through our focus on employment-led regeneration of London over the long term is an important part of our business strategy. In addition to the ESG Committee, we have a Charity & Social Committee, which oversees fundraising, volunteering and social activities for employees and customers. Fundraising activities and volunteering were significantly impacted this year due to Covid-19 restrictions, but thanks to virtual events we were able to action the following initiatives.

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“

Employment-led regeneration is at the heart of the business. I want our activity to have a real impact on the local community.

”

**Graham Clemett**  
Chief Executive Officer



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**INSPIRING THE NEXT GENERATION AND SUPPORTING OUR COMMUNITIES** CONTINUED

**EMPLOYEE VOLUNTEERING**

To help our communities recover from the devastating short and long-term impacts of the pandemic, Workspace encourages employees to volunteer by giving employees up to three paid volunteering days per annum. In addition to this, we plan to increase engagement with our customers and suppliers on volunteering opportunities to have an even greater impact.

£50,000

Over £50,000 was raised by Workspace employees for GOSH over a two-year partnership

1,000

£2,500 donated to Kitchen Social, to fund 1,000 meals for children in London

£35,000

£35,000 donated to Single Homeless Project, which has been designated as our new charity partner for the next year

28

28 laptops and iPhones donated to London-based charity XLP

23

Hosted 23 food banks for the Trussell Trust across our centres

38

38 Workspace volunteers took part in the InspiresMe CV and interview workshops for disadvantaged young Londoners

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**INSPIRING THE NEXT GENERATION  
AND SUPPORTING OUR COMMUNITIES**  
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# Highlights for the year

## Social Mobility Pledge

To demonstrate our commitment to social impact, we signed up to the Social Mobility Pledge which focuses on three key areas:

**1. PARTNERSHIP**

Partner with schools or colleges to provide coaching to people from disadvantaged backgrounds.

**2. ACCESS**

Provide structured work experience to those from disadvantaged backgrounds.

**3. RECRUITMENT**

Adopt open employee recruitment practices and promote a level playing field for those from disadvantaged backgrounds.

Our InspiresMe programme covers the first two items; see our plans on page 56 and more information can be found on page 47 about how we are revising our recruitment practices to promote inclusivity.

## Charity cycle for NHS heroes

We support members of our staff who want to do individual fundraising activities throughout the year, particularly important in the last year when so many employees have been impacted by the pandemic. Sam Palmes, our Head of Building, took part in a 209-mile charity cycle ride in aid of NHS Heroes in September. Climbing a total of 18,000 ft. of hills, the three-day endurance test saw Sam bicycle from Penzance, the furthest westerly town in Cornwall, through Falmouth and the Eden Project, to Plymouth.

Sam raised £50,000 for NHS frontline staff – from cleaners to catering staff, porters, back office administrators, nurses, health care assistants, paramedics and doctors. The money raised will go towards supporting the health and wellbeing of these incredible individuals, including counselling support and specialist washing facilities for staff treating Covid-19 patients, so they can keep on providing the very best care for their patients.

**“It was tough going and there were points I thought I might not finish! But it was hugely rewarding, and I saw some beautiful scenery along the way – all in the name of a great cause.”**

**Sam Palmes**  
Head of Building



# £50k

raised for NHS  
frontline staff

## Food bank collections

Following the success of food bank collections at 23 of our centres, we have put together a step-by-step guide for centre managers with information on how to find their nearest food bank, transport information and promotion tips, so that it's easy for all centres to get involved. To keep up the momentum, we plan to promote the collections leading up to each school holiday which will give families the extra support they need during times when school meals aren't available.



# 23

collections at  
23 of our centres

## Virtual work experience

Our InspiresMe programme is a key part of our Doing the Right Thing strategy which aims to support disadvantaged young people in our communities.

This year, due to the pandemic, we organised virtual CV reviews and interview workshops with charities XLP and Inspire. 38 Workspace volunteers took part, engaging with young people. The sessions worked well virtually, and the extra flexibility meant that our centre staff were more able to get involved.

Liliana Cardoso, Assistant Centre Manager at Clerkenwell Workshops, helped run a successful virtual work experience session for Hackney City Academy's year 10 students as part of our InspiresMe programme.

**“I was able to share my professional experience as well as provide some (hopefully) good advice. The sessions were exciting and interactive – I answered questions from the young people via video, reviewed their CVs and gave them advice and feedback on career opportunities. I think initiatives like this are very important to help young people on their first steps to initiate their career paths.”**

**Liliana Cardoso**  
Assistant Centre Manager

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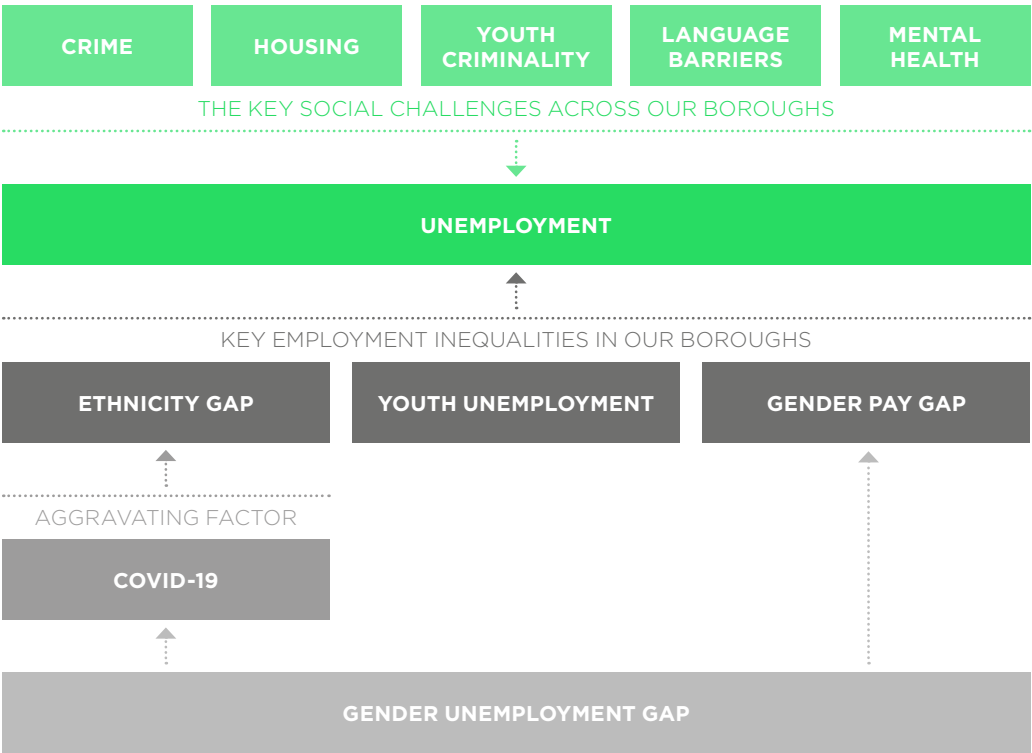
Social impact project review

This year, we conducted a review of our social impact work to help us build on our existing social impact strategy around employment-led regeneration in London.

Social challenges in Workspace boroughs

The starting point of the review was to identify the social challenges within the London boroughs in which we operate, in order to target our activities to communities in need, particularly during and after the pandemic. The key social challenges, all underpinned by unemployment, included housing (cost of living), crime, language barriers, youth criminality, and mental health. These have led to employment inequalities including ethnicity gap, youth unemployment and gender pay gap.

We acknowledge that our communities need businesses like ours to help them, particularly as they recover from the pandemic.



**DOING THE RIGHT THING** CONTINUED**INSPIRING THE NEXT GENERATION AND SUPPORTING OUR COMMUNITIES** CONTINUED**SOCIAL IMPACT PROJECT REVIEW** CONTINUED**Internal feedback**

We feel strongly that our community activities should align with our Company's overarching brand and commercial strategies. As such, as part of the project, Impact Advisors interviewed 17 internal stakeholders at Workspace to help shape and garner support for the Company's social impact work, including the CEO, Asset Management Director, members of the marketing team and Centre Managers.

**Ambition to scale impact but without losing depth**

"The previous InspiresMe project felt really good – but we have 3,000 customers and would like to do more. It was never quite big enough."

"We should give our teams freedom within a framework. With our centres well known in their local communities, the right model is a programme that's well organised at a corporate level but executed at a local level."

**Measuring impact is critical for all stakeholders**

"We need to measure the impact of our work – a challenge in the past has been following up with young people we've worked with so that we can assess the impact we have."

**Strong support for utilising skills base of employees and customers**

"80% of our employees have transferable skills that could be really beneficial to our communities."

"Involving employees, and ideally customers as well, is critical – we want them to have skin in the game. Not many property companies can get their customers involved."

**Strong support for employment-led regeneration of London as the main theme**

"Employment-led regeneration is at the heart of the business – it's a broader ambition than just social impact – it's our business model."

**Social impact is a priority and now is the time to speak out**

"Social impact is definitely a priority. It's very important for the direction of the business. There's lots of potential we haven't yet tapped. We need to co-ordinate it overall, tie it together and leverage its potential."

**Strong agreement that impact should be linked to core business**

"Any social impact activity needs to be tied to our vision and purpose – which is all about giving businesses the freedom to grow."



**DOING THE RIGHT THING** CONTINUED**INSPIRING THE NEXT GENERATION AND SUPPORTING OUR COMMUNITIES** CONTINUED

## Priorities ahead

**Scaling up our InspiresMe programme**

This is a key part of our Doing the Right Thing strategy, focusing on supporting disadvantaged young people in the areas of London in which we operate.

Following the review, we will be scaling up our InspiresMe programme and re-launching it in the coming year. With our unique blend of inspiring properties and diverse customer, employee and supplier mix, we have the opportunity to inspire a significant number of young people in London.

InspiresMe will be a rolling programme of inspiration, knowledge, support and experience aimed at motivating those in our communities with the greatest barriers to employment, or at greatest risk of NEET (Not in Education, Employment or Training), to grow to their full potential. Potential initiatives include inspirational talks hosted at our centres, CV and career workshops, one-to-one mentoring and structured work experience and apprenticeship programmes.

**New charity partner**

We have entered a new charity partnership with the Single Homeless Project (SHP), a London-wide charity working to prevent homelessness and help vulnerable and socially excluded people to transform their lives. SHP have 83 hostels across London.

Volunteering opportunities for our employees will include career workshops, outdoor activities, including sports and gardening, and cooking lessons. All employees will be given up to three paid volunteering days a year to get involved in these activities.

In 2020/21, we donated £35,000 to SHP and we have a programme of fundraising and volunteering opportunities planned for 2021/22. These include a half or full marathon walk around Workspace centres and a sponsored adventure.

