



Measurement and Reporting

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The Applicant is committed to measuring social value through the National TOMs and reporting this to the council annually on the social value delivered to the local community under the five themes below:

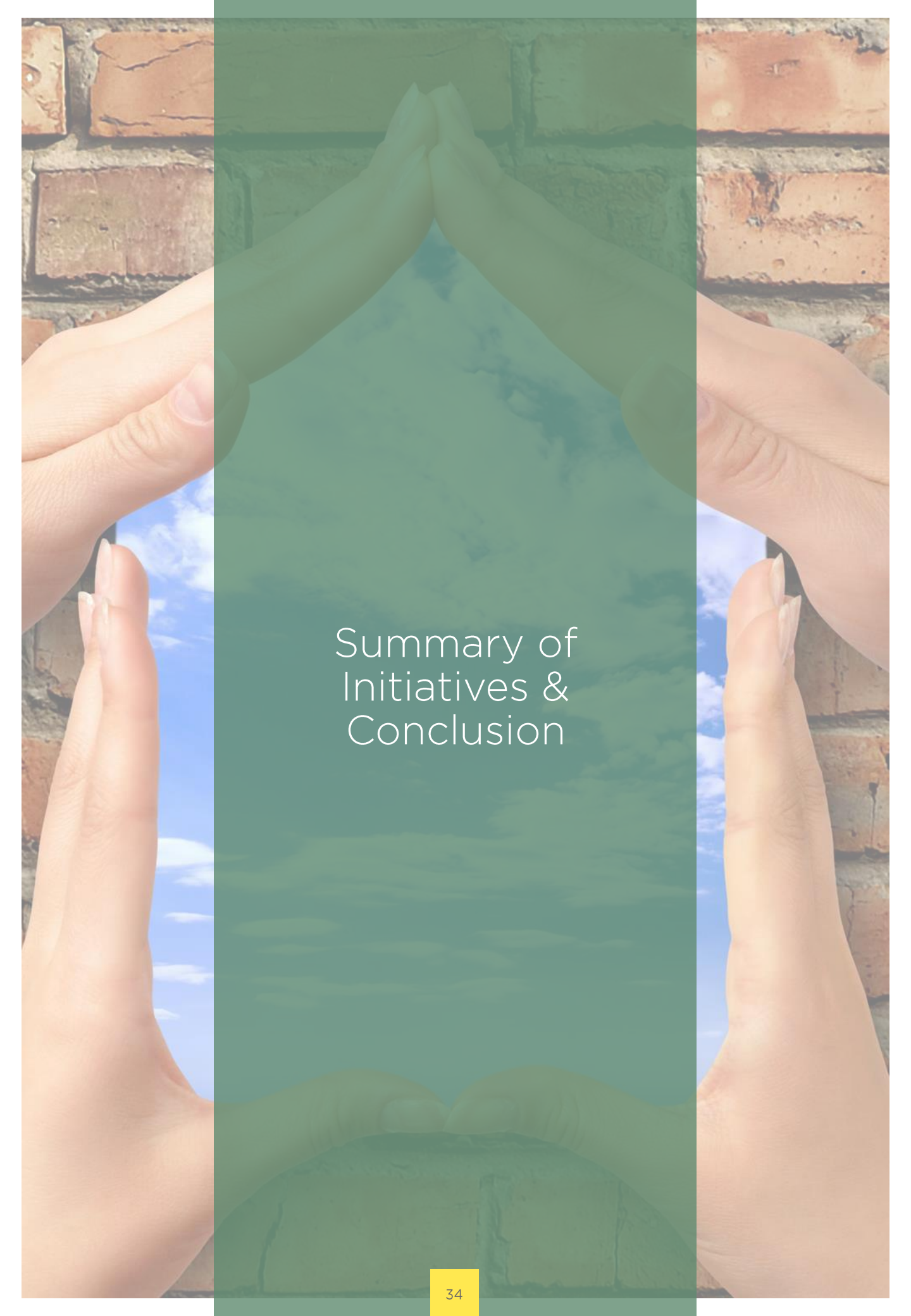
- ***Jobs:** Promote Local Skills and Employment: To promote growth and development opportunities for all within a community and ensure that they have access to opportunities to develop new skills and gain meaningful employment.*
- ***Growth:** Supporting Growth of Responsible Regional Business: To provide local businesses with the skills to compete and the opportunity to work as part of public sector and big business supply chains.*
- ***Social:** Healthier, Safer and more Resilient Communities: To build stronger and deeper relationships with the voluntary and social enterprise sectors whilst continuing to engage and empower citizens.*
- ***Environment:** Decarbonising and Safeguarding our World: To ensure the places where people live and work are cleaner and greener, to promote sustainable procurement and secure the long-term future of our planet.*
- ***Innovation:** Promoting Social Innovation: To promote new ideas and find innovative solutions to old problems."*

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Summary of Initiatives & Conclusion

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Short Term Initiatives

The focus for the short-term initiatives is to support residents and community organisations before a successful planning application. This is to begin laying the groundwork for long term partnership, create impact within Reading as soon as possible and to integrate with the local community to understand their needs and where we can create impacts. So far this has included:

- Workshops with Katesgrove and Abbey School about careers in the Built Environment.
- Carrying out a lecture and site visit with the University of Reading and Henley Business School on development and construction within BtR.
- Volunteering with Reading Elderly Befriending Service to support their initiatives such as their Summer Soiree.

Medium Term Initiatives

The focus within the medium term (post successful planning submission) is support organisations through continued engagement and volunteering that will support residents and community organisation activities. These include initiatives such as:

- A community hoarding competition with local schools and university students to promote community cohesion and advertise local culture and art
- A campaign with local sustainable travel organisations to promote healthy lifestyles and travel.

Long Term Initiatives

The focus for the long-term initiatives is for real partnership to be able to support community partners to increase their impact across Reading and to create impact and social value for many years to come. These include current agreed initiatives such as:

- Following completion of the scheme, creation of a community focused space, operated by a third party, which could be used for community workshops, events and programmes but also a hub for the new residents to form key long-term relationships with the existing community.
- Providing skills-based volunteering support to Katesgrove and Abbey schools such as HR, Marketing or Comms.
- Annual employment and skills workshops and lectures for local schools, colleges and universities to upskill local people and provide pathways into employment.
- Custom-made volunteer partnership which will include advertisement in the completed development for residents to volunteer for Age UK in areas they are needing more volunteers.

Conclusion

This Social Value Strategy sets out how JLP has engaged with the Council and local community throughout the development process, to inform the development proposals and to further ensure that the development generates positive and sustainable benefits for the local community, environment and economy.

The engagement and local community partnerships formed, has established a programme of initial initiatives that will provide community benefit in the short term, medium term and long term.

This includes commitment to creating social value through the key themes of:

- Education and Skills
- Health and Wellbeing
- Culture and Community
- Sustainability in the Borough

The Social Value strategy sets out how the development proposals will create tangible social value outcomes for the local community. JLP is committed to deliver on these initiatives through the formed partnerships co-designed and led by the local community, as well as building new connections to maximise the social value and community benefit that can be achieved through the proposed development.

Next Steps

- Refine and finalise the proposed commitments and partnerships with the community organisations set out within this strategy, to develop the opportunities set out in the short, medium and long term.
- Continue to build relationships with these organisations, through further meetings to develop connections and implement short term initiatives.
- Communicate to stakeholders including residents, community partners and Reading Council on progress.



Savills Earth

Savills Earth provides a full suite of energy and sustainability services across both the built and natural environments. Savills Earth consolidates our established lines of business and expertise to provide the very best in environmental, social and economic sustainability advice to our clients. With over 100 specialists in the team we provide implementable solutions that respond to the climate emergency.

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Appendix A



Give My View Executive Summary

19.07.2024 - 12.08.2024

785
Voters



6,577
Votes



939
Written
feedback



What is your relationship to Reading?

from Segmentation



73%

I live here



17%

I work here



7%

I have retired here



1%

I study here



1%

I am just visiting

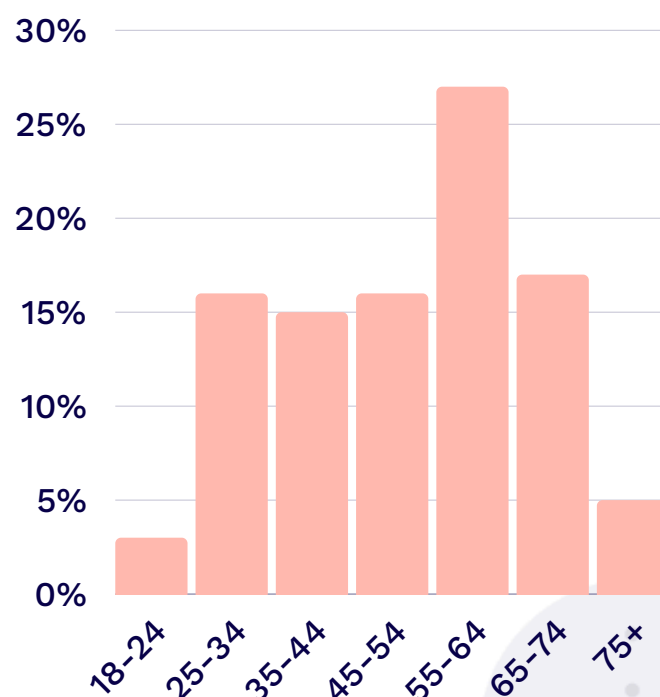


1%

No relationship to Reading

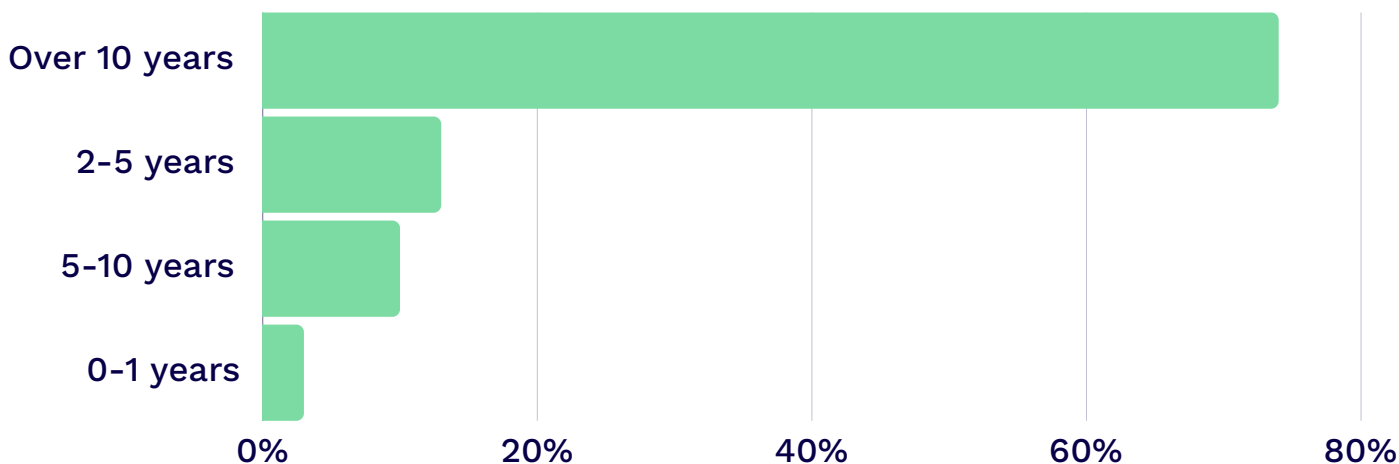
Voter age

from Demographics



How long have you lived, worked or studied in Reading?

from Demographics

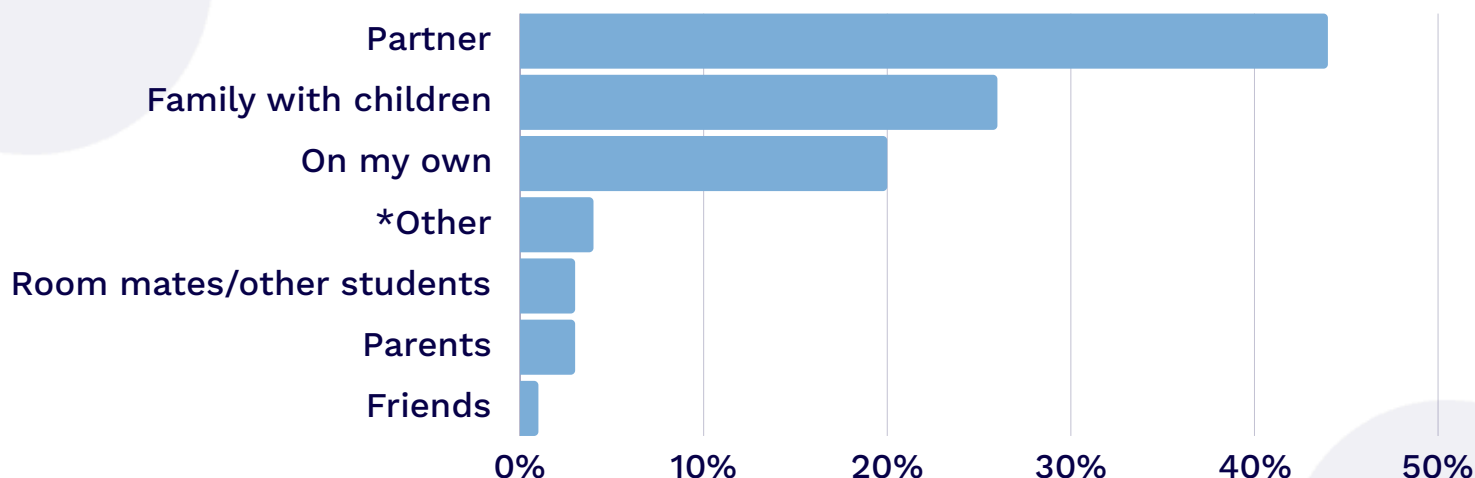


Quantitative breakdown



Who do you share your home with?

from Demographics



*Other - Ukrainian guest, Brother and Sister in Law, Partner and adult children, with elderly parents, Prefer not to say., Sister , One child, Foster child(ren), Partner and Adult son, Son, Partner plus a friend (lodger), Grown up children , Dog, Terminally Ill mother & sister, Husband and son who is 30, My adult daughter, Prefer not to say.

Mill Lane Reading: Survey Results

RATING

Rate your feelings about your last rental experience.

607 respondents answered this question. 3 stars were given the most with 37% of people selecting it. The average rating ended at 3.19 out of 5.



SLIDER

How appealing is it to have rental homes run by the John Lewis Partnership?

630 people responded to this question. 90% answered neutral to positively. The overall average score from all respondents of this question was 70%. This shows the vast majority of Reading respondents do see it as appealing.





This was followed by housing with 52% & sustainability which was chosen by 33% of respondents.

“Utilising existing resources to mitigate climate change, increase engagement with green spaces and restore nature.”

“Relaxation spaces and outside spaces. Encourage entrepreneurship and creative spaces. Not one central exhibition space.”

“Social clubs with better meeting places to enjoy like the old days.”



The community also highlight a desire for more independent shops & restaurants within the local area.



[illegible]

help;
disability, security, wellbeing

Quantitative & Qualitative breakdown



QUANTITATIVE

What measures are the most important to help fight climate change?

Among the 628 respondents to this question, sustainable material choices received the highest response with 49%, followed by tree planting & solar panels, which were chosen by 43% of respondents.



You selected 'Other', what else should we do to help fight climate change? 31 answers

5 energy;
efficient, nuclear

4 building;
brown, green

3 better;
transport, recycling

3 green;
space, belt

3 health;
care, soil



QUANTITATIVE

JLP's plans include community space. What would you like to see this used for?

There were 581 respondents to this question, flexible event space received the highest response with 64%, followed by facilities for families at 55%, & then art studio/maker-spacers with 42% of votes.



You selected 'Other', what other community space use would you like to see? 73 answers

4 food;
growing, production

4 gardens;
communal, community

4 people;
socialise, unsafe

4 gym;
space, wellbeing

3 health;
activities, service



The responses suggest a variety of approaches. Key suggestions include improving soil health, enhancing recycling processes, holding corporations accountable, promoting renewable energy, & improving insulation.

There are also concerns about the costs & perceived ineffectiveness of current climate initiatives. Some respondents express skepticism, feeling that these efforts are either too expensive or futile.

Overall, the feedback combines both practical solutions & concerns regarding the challenges of addressing climate change effectively.



Many respondents expressed a desire for spaces that support health & wellbeing, such as gyms, wellness centres, & areas for yoga & fitness classes.

Others suggested creating community hubs that offer services like medical care, advice or multi-generational social spaces.

There was interest in spaces for youth activities, small businesses, arts & culture, educational programs & environmental & sustainability initiatives.

Overall, the community desires multifunctional spaces that cater to diverse groups & activities.

Quantitative & Qualitative breakdown



QUANTITATIVE

What would you like to see as part of a community-run 'neighbourhood garden'?

Among the 577 respondents to this question, 'grow your own space' & seating & relaxation areas received the highest response with 67% for both, followed by childrens play space, which was chosen by 41% of respondents.

Those who selected 'Other' were asked a follow up question, here is a snapshot of what they said:

You selected 'Other', what else would you like to see in a neighbourhood garden?
16 answers



QUANTITATIVE

If you have any other comments on the plans, please do share them with us.

295 respondents to this question, more on what they said below:



Common themes:

Community feedback:

71 Integration into Reading

working with the University, blending with Reading aesthetic, ensuring safety for local residents, work with independents

37 Affordable housing

call for true affordability, accessible to the average person, need to be suitable for residents of Reading

32 Social housing

social housing as well as affordable housing, lots of rentals in the area but social housing is what is missing

29 Community spaces

spaces integrated with greenery, bike hub, promote wellbeing, need a sense of community

12 Infrastructure

car parking, public transport, increase in traffic issues, lower bus fares, GP's, leisure facilities



While some feedback is supportive of the project, highlighting its potential benefits, others emphasise about the need for additional infrastructure to meet the needs of the new residents & thoughtful design.