

» COMMUNITY REGENERATION

COMMUNITY DAY

Challenge:

Ensuring all staff understand, and play a part in, Hammerson's community regeneration strategy

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Solution:

Hammerson organised its second Community Day in 2009, with over 150 staff taking part in a total of twelve community projects over two days in Autumn.

Our aim in organising Community Day was to build and embed relationships with the communities in which we operate, and to raise awareness among our staff of the types of challenges faced by local communities. Projects ranged from painting a community hall; to running drama and art workshops at a primary school; organising a school sports day; and working with members of a youth and community centre to paint a mural at their five-a-side football pitch. The majority of projects took place in or around London, where Hammerson owns six office buildings, a shopping centre and a number of future development projects. However we also took part in projects in the vicinity of future regional retail developments, such as clearing up the banks of the River Don in Sheffield.

We knew from running our first Community Day in 2007 that this type of activity can result in significant benefits to staff, including improved teamwork, relationships built with staff from different business units and enhanced presentation, organisation and communication skills. In addition to the volunteering time, benefits to local communities include learning new skills and building relationships with the private sector.