



Working with intu

A guide for our community partners

Becoming community partners with intu

intu in the community

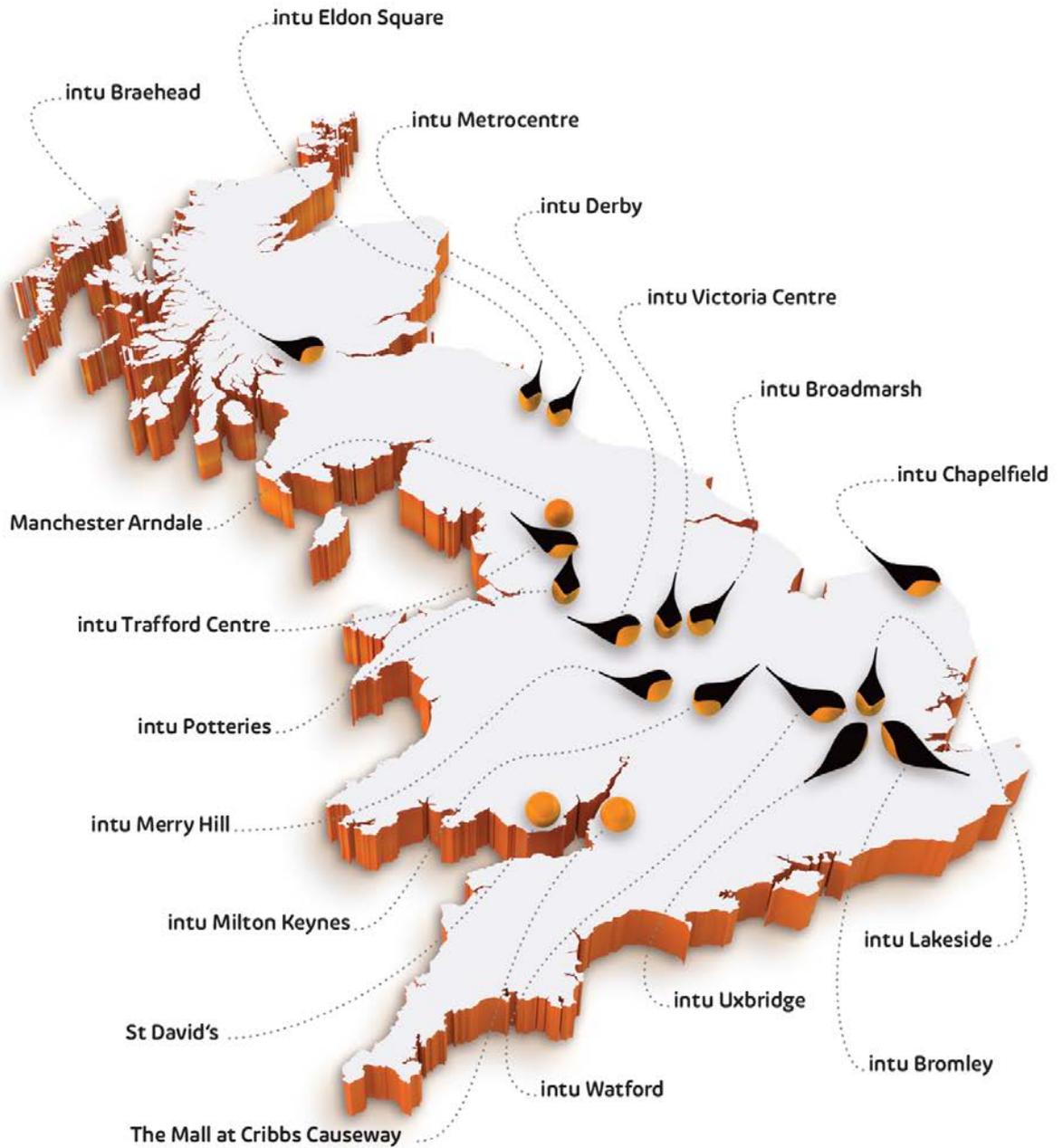
Our shopping centres are at the heart of their communities. They support local and national charities and other partners near our centres, including schools and local authorities, by providing space, investment and staff time. Community outreach plays a vital role in helping make our centres part of the communities they serve. We are long-term stakeholders in these communities and our engagement is tied closely to our business model.

We deliver a community strategy that addresses what we believe are fundamental issues in modern society, and these issues are:

- Disadvantaged young people
- Education, skills and employability training
- Prevention of anti-social behaviour
- Environment, place-making and regeneration
- Health and well-being.

Who we work with:

- Registered charities
- Retail occupiers at our centres
- Local authorities
- Other public bodies e.g. EBPs and NSAs
- Prisons
- Schools
- Healthcare establishments
- Arts and culture.



Partnership process

We want to partner with like-minded charitable organisations who want to make a difference to our communities.

As we get so many requests from organisations who want to be part of intu's community engagement programme, we have in place a formal process which potential partners must go through.

An initial informal meeting will be held between intu and a potential partner shortly after first contact. Usually this meeting will determine one of three outcomes sometimes a good fit is not found and either party may decide not to continue the process, or sometimes consideration is delayed for a year usually due to a cost, scale of project and anticipated intu employee time required.

If it is decided to create a partnership to deliver a project in the following calendar year a project proposal will need to be submitted to the Corporate Responsibility Director by end of the first week in October in time for review and presentation to the intu Board CR Committee meeting in late October. This is one of three such meetings per year and is the one where the CR budget for the following year is set.

If the proposal is agreed by the Board CR Committee, the Corporate Responsibility Director will formally write to you advising of this, the budget, the contact details of those participating shopping centres and, where appropriate, ask for an Agreement stating the Terms of Engagement between intu and your organisation.

See attached Proposal Template (Appendix 1)

See attached email confirming partnership (Appendix 2)

Now we're working together

1) Insurance

Our partners should have professional indemnity insurance and or public liability insurance and provide current certificates to the CR Executive, Chantal Boyle at chantal.boyle@intu.co.uk.

Volunteering / mentoring

1. Are all volunteers / mentors covered or indemnified under your insurance policy whilst under your instruction?
2. What are the limits? Provide details as above.

2) Communicating what we're doing

There are many ways which intu can support the communications around a project or partnership. Each initiative will be very different and will require a bespoke joint communications plan between the relevant parties which will need to be signed off by either the centre involved, or intu's central communications team.

The communications plan should consider and include the following elements which will be agreed by all parties

- Approvals process
- Spokesperson protocols
- Issues management protocols
- Key messages for the initiative
- KPIs; number of tweets/retweets
- PR and social media strategy, including target audiences
- Digital marketing, including e-marketing and owned websites
- Internal communications

Photography and imagery should be **bright, positive** and **optimistic!**

It helps you and us tell the story if we can animate it with good photography. Please make provisions with the centre teams that photographs will be taken and who by. note: they must be **high resolution**.

All photography should capture four key elements within the photo suite:

1. Something of the event in practice
2. Something intu related – logo, orange, uniform etc where possible
3. Group of people enjoying event
4. Close up of someone interacting with / enjoying event

All of which must have appropriate consents for publication.

See attached Communications plan template (Appendix 3)

See attached Press Release template (Appendix 4)

3) Dependent on availability and the project, intu may be able to offer in-kind support

- Use of space in centre to showcase event/promote charity,
- Use of Community Boards to showcase event/promote charity
- Provision of volunteers and mentors to assist in the project
- Inclusion of your charity on the internal list of 'Charities to Volunteer at' for intu employees who are using intu's Volunteering Policy
- Advertise the charity on the group website and centre website
- Inclusion of project in centre's online and offline marketing activity

4) Reporting to the intu Board CR Committee

Dependent on the project start and finish date, Progress/Update reports are to be submitted to the Corporate Responsibility Director three times a year. Dates to be provided by intu. The reports are presented to the Board CR Committee, who continually review and assess each project in terms of performance against the agreed objectives and approved budget.

Please use the electronic template form provided, there is a space for you to include 2 images.

Reports should be emailed in Word format to the CR Executive, Chantal Boyle at chantal.boyle@intu.co.uk and your intu centre contact.

Please send to all of your high res images that you have authorised consent to use on public websites and publications to chantal.boyle@intu.co.uk

See attached Report to intu Board CR Committee form (Appendix 5)

4.1) Evaluation Report

This must be submitted to the Corporate Responsibility Director within one month of the project ending.

You will receive a template from intu which has been produced in line the **London Benchmarking Group** framework of which intu are members.

The Evaluation Report is used to assess the success of the project and will be held on file at intu. The report is also used to gain knowledge and learning for future projects. It is usually reported to the Board CR Committee and may form the basis for further projects with you.

Reports should be emailed to the CR Executive, Chantal Boyle at chantal.boyle@intu.co.uk and your intu centre contact.

*Please send to all of your **high res images** that you have authorised consent to use on public websites and publications to chantal.boyle@intu.co.uk*

See attached Evaluation form template and notes (Appendix 6)

Contact details:

Alexander Nicoll
CR Director
Email: alexander.nicoll@intu.co.uk

Chantal Boyle
CR Executive
Email: chantal.boyle@intu.co.uk

intu properties plc
40 Broadway
London
SW1H 0BT

Telephone: 020 7960 1228

www.intugroup.co.uk

Appendices

Proposal for intu

Name of Organisation and purpose:

Working with you:

We have focussed our proposal on [X] Centre. [.....continue]

Our proposal including timeframe:

Measurements/Impacts:

Possible subsequent stages/add ons:

Opportunities for your staff and intu staff:

Additional benefits of this partnership:

Media/PR opportunities to be scoped from the partnership:

Support required (including financial and in kind, space etc.):

Principal contact(s) in partner organisation:

Please provide a copy of your current Insurance liability certificate required for this project.

Appendix 2

We have approved a budget of [£X] to partner with [community partner] with the team at [intu centre] during [year].

Please read the attached updated **Community partner pack**, and may I draw your attention to the Insurance Liability Certificate and ask that you forward me, via Chantal, an up to date copy of your certificate as soon as possible.

In brief here are the contents of the pack:

- Becoming community partners with intu
- Partnership process
- Now we are working together
 - Insurance
 - Communications
 - in-kind support
 - **Reporting to intu and the intu CR Board Committee. The [year] dates aren't in the pack, please make a note of them. Reports should be emailed to Chantal by no later than:**
 - [month / day]
 - [month / day]
 - [month / day]
- Appendices
 - Proposal template
 - Letter confirming partnership (ignore and take this email as my letter)
 - Communications plan template
 - Press Release template
 - Report to intu CR Board Committee template
 - Evaluation form template and notes (also attached with example of photograph submission page)

As a new 'CR' community partner, in terms of receiving corporate level funding from us, if you have any questions/queries re attached then please email Chantal (copied), in my team, who has led the preparation of these materials for use in our partnerships with charity and community organisations.

Please liaise, as currently, with [centre team] at [intu centre] to agree the plans for the coming year which should also include timetable for press releases/social media etc. Please invoice 'intu properties plc' and send, for my attention, to the address below. The funds will be available for drawdown in [year].

cc. [Centre Manager]
 [Marketing Manager and Community Manager]
 [Regional Director]
 Richard Bailey

Communications plan template

| Lead organisation | Event/message | Purpose/ desired outcome | Target audience(s) | Media channels | Target date | intu approval received? | Is photography required? | Person(s) responsible | Date complete |
|------------------------------------|---|---|---|---|---|--|--|--|--|
| <i>intu or charity partner</i> | <i>Describe the activity to be promoted</i> | <i>What would you like to achieve with this activity. What are the key messages? What would you like the audience to feel/do? What is the call to action?</i> | <i>Who would you like to reach with this message?</i> | <i>Which channels are you planning to use, including print, broadcast, digital, social and internal</i> | <i>When will the messages go out?</i> | <i>Joint communications will need to be signed off by either the centre involved or intu's Corporate Responsibility Director</i> | <i>Will you be arranging your own photography, or using an intu-booked photographer?</i> | <i>Who will be leading on this from intu and who will be leading from the charity partner?</i> | <i>Confirm the date(s) when the activity has been promoted</i> |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |

News Release

To be released: (insert date)

HEADLINE TO GO HERE

(JOY SANS FONT 14)

Main body copy to go here (arial 11, 1.5 spacing) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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For further information contact:

Robert Gibb

Public Relations Manager

Tel: 020 7887 7011 / 07436 533 289

robert.gibb@intu.co.uk

intugroup.co.uk

NOTES TO EDITORS

About intu

intu owns and operates some of the very best shopping centres, in some of the strongest locations right across the country, including nine of the UK's top 20. You can find the UK's top retailers in our shopping centres, alongside some of the world's most iconic global brands.

With over 21 million sq ft of retail space, our centres attract over 400 million customer visits a year and more than two thirds of the UK population live within a 45 minute drive time of one of our centres.

At the forefront of UK shopping centre evolution since the 1970s, our focus is on creating compelling destinations for customers with added theatre.

Our nationwide consumer facing shopping centre brand is transforming our customer experience and digital proposition, including a transactional website with a view to providing the UK's leading shopping centre experience both on and off-line.

We have an investment plan of £1.2 billion over the next ten years with projects at most of our centres.

Over 80,000 people are employed at our centres across the UK and we are fully committed to supporting our local communities and the wider environment through meaningful and hands-on initiatives.

Report to intu Board CR Committee

Date

Charity name

Summary

| intu centres | Benefits to individuals/ recipients | Benefits to community | Benefits to intu/partner | Number of intu/other volunteers | Investment by intu £ | Project media outcomes |
|-------------------------|--|---|---|---------------------------------|---------------------------|---------------------------|
| <i>e.g intu Watford</i> | <ul style="list-style-type: none"> • <i>Exercise</i> • <i>Confidence</i> | <ul style="list-style-type: none"> • <i>improved green space</i> | <ul style="list-style-type: none"> • <i>better links community</i> | | <i>£Xk</i> | <i>Bromley Shopper</i> |
| Choose a centre. | • Click here to enter text. | • Click here to enter text. | • Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
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Brief outline of project aims

Brief outline of project aims (200 words max)

Progress to date

Progress to date (200 words max)

Next steps (including dates)

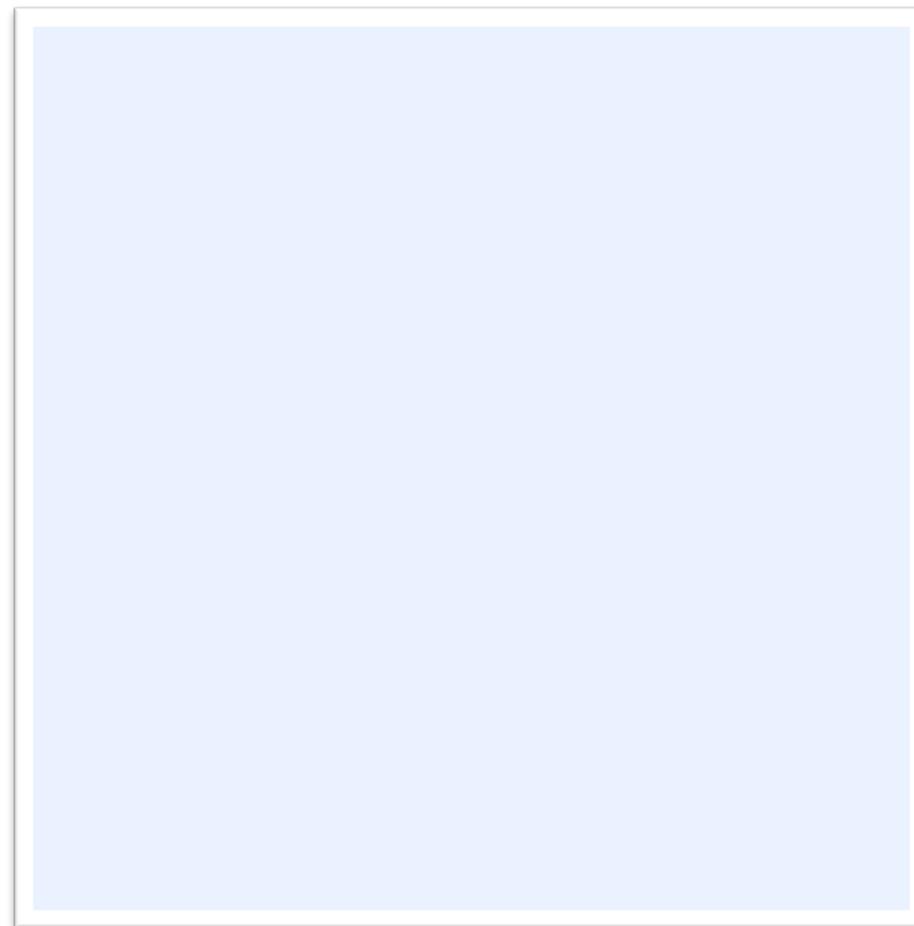
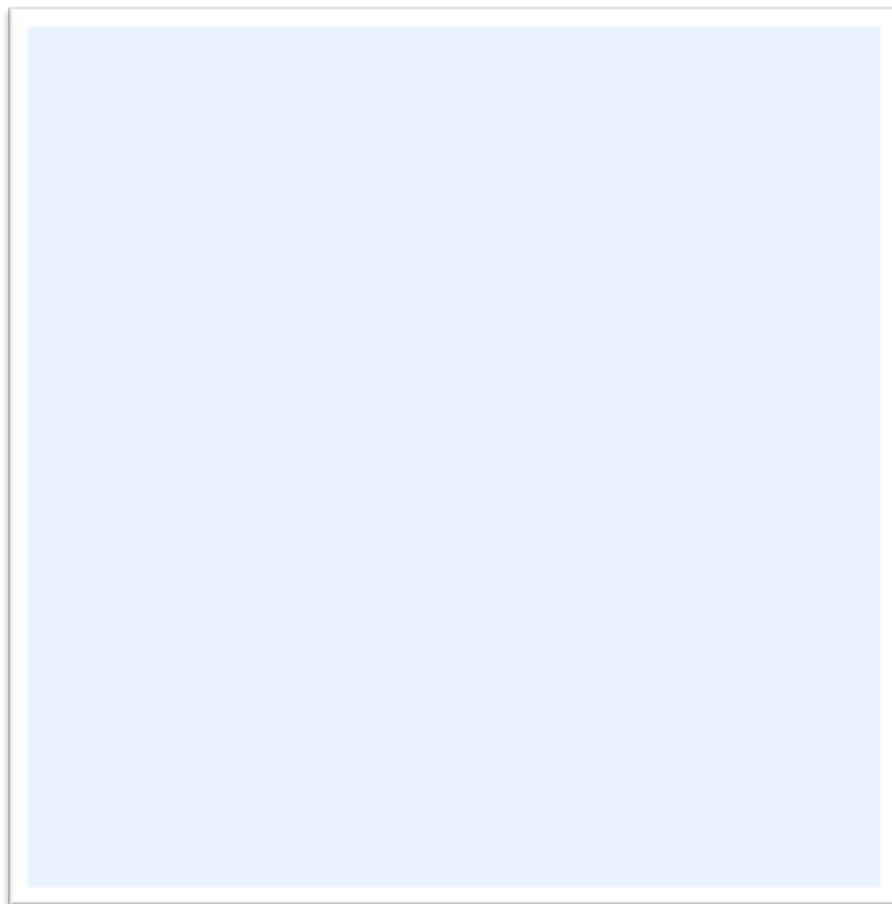
Next steps (including dates) (200 words max)

How and to who are you communicating the project e.g twitter / facebook / press release / other media

Please detail (200 words max)

Please add photos that have consent for publication especially in the case of young people

Please send all of your images in high res to chantal.boyle@intu.co.uk



Evaluation form



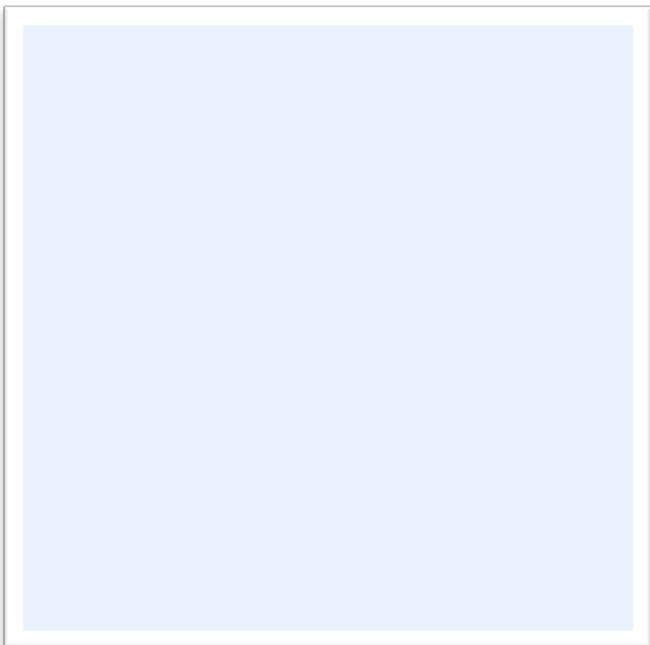
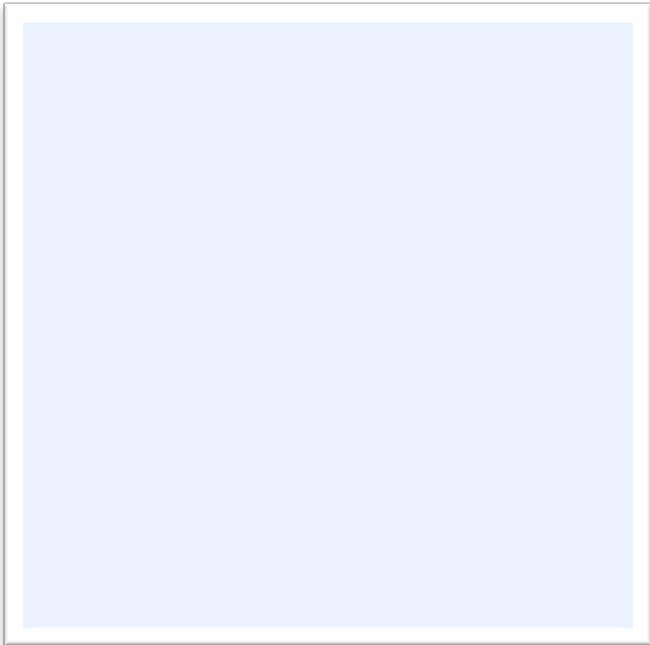
Date:

| Question | Answer | Example |
|---|--|---|
| A ABOUT | | |
| 1 | Project name | Sustrans bikeability |
| 2 | Name of partner organisation | Sustrans |
| 3 | Other partner organisations involved? | Thurrock Council |
| 4 | Project description | Giving primary school aged children bike awareness training. |
| 5 | Objectives: | enable every child in year 6 to go through the training programme |
| 5a | What does the project set out to achieve for the community? | Supporting healthy lifestyles and environmental awareness |
| 5c | What does the project set out to achieve for the business? | Deliver effective cycle training for the member of intu's communities |
| 6 | Start date | 01/01/2015 |
| 6a | End date | 20/07/2015 |
| B INPUTS | | |
| How (form of contribution) | | |
| 7 | How much cash was provided by intu? | £4,000 |
| 8 | Time: Number of intu staff who volunteered in company time | 5 |
| 9 | Time: Total hours volunteered in company time | 60 |
| 10 | In-kind: Description of in-kind contributions | use of main event space in centre |
| What (issue addressed) | | |
| 11 | Subject focus of activity (please select) | Education |
| C OUTPUTS | | |
| Community outputs | | |
| 12 | How many people directly benefited from the activity? | 70 |
| 13 | What type of people benefited? (please select) | Children aged up to 11 |
| 14 | How many organisations benefited? | 2 |
| Business outputs | | |
| 15 | Total intu employees involved in the activity (making arrangements i.e Marketing Manager/member of CR team and volunteers) | 7 |
| Number of different stakeholders aware of the activity: | | |
| 15a | Customers/consumers | 2,000 |
| 15b | Suppliers/distributors | 3 |
| 15c | Other influential stakeholders | 5 |
| Media outputs | | |
| 16 | Value of media coverage generated | £5,000.00 |
| 16a Facebook | | |
| | Date(s) of post(s) | |
| | Total reach | |
| | Total comments | |
| | Total likes | |
| | Total shares | |
| 16b Twitter | | |
| | Date(s) of Tweet(s) | |
| | Total impressions | |
| | Total comments | |
| | Total retweets | |
| | Total favourites | |
| D IMPACTS | | |
| Community impact | | |
| 17 | Total number of beneficiaries where results were measured | 70 |
| 17a | Experienced a positive change in their behaviour or attitude as a result of the project | 65 |
| 17b | Developed new skills or an increase in their personal effectiveness | 67 |
| 17c | Experienced a direct positive impact on their quality of life as a result of the project | 37 |

| Question | Answer | Example |
|-------------------------------|--|--|
| | Impact description | |
| 17d | Provide a short description of how individuals reached by the project are better off as a result | We have helped children understand the dangers of the road and how to safe. We have given full theory and practical training awarding certificates and issued bike lights. |
| 18 | Number of beneficiary organisations where results were measured | 1 |
| | How has the intu partnership benefitted you? (please select) | |
| 19 | were able to improve existing or provide new services / products | Some difference |
| 19a | improved their management systems (e.g. IT, HR, finance) | No difference |
| 19b | were able to spend more time with clients | No difference |
| 19c | could employ more staff / take on more volunteers | A little |
| 19d | increased their profile | Some difference |
| | Environmental Impact: To what degree (please select) | |
| 20 | Did the project deliver any environmental benefits? | Some difference |
| 20a | Did the project change people's environmental behaviour? | A lot |
| ADDITIONAL MESAUREMENT | | |
| 21 | Your KPI's | |
| 22 | Quotes from participants | |
| 23 | Photos - see page 2 (send all images in high res to chantal.boyle@intu.co.uk) | |
| Any additional comment | | |
| 24 | Any additional comment | |

Evaluation form

Q23. Pictures



Please send all images in high res with consent for publication to chantal.boyle@intu.co.uk.

Notes & definitions

Question. Note.

| A ABOUT | |
|-----------|--|
| 1 | Enter the name of the project and a brief description. |
| 2 | Enter the [your charity] name of the organisation that benefits from the activity. |
| 3 | You may be partnering with more than one organisation (intu). Please list the number of organisations helped so that we can calculate the overall number helped by the company. |
| 4 | Description of the project |
| 5 | Objectives of the project for the recipients/community and intu |
| 6 | Enter the date that the project started. If it was a one off donation simply enter the date it was made in both cells. |
| B INPUTS | |
| 7 | Cash contributions - Cash amounts may include direct donations to national or local appeals, cash donations to charities in support of employees own charitable activities, and sponsorship of causes or events. Also include additional costs associated with a project, such as payments for materials used in volunteering, paying third party people to provide assistance. |
| 8 | Please enter the number of intu staff involved in company time. |
| 9 | Enter the total number of hours volunteered by intu staff during work time. |
| 10 | Please give details of the type of in-kind contributions made. This could include equipment donated; use of premises. |
| 11 | Subject focus - choose the response that best describes the subject focus of the activity. If the focus of an activity is unclear or overlapping please choose the project's primary purpose. The subject headings to choose from are: Education Health Economic development Environment Arts & culture Social welfare Emergency relief Other |
| C OUTPUTS | |
| 12 | Try to estimate the number of people directly benefiting from the activity. |
| 13 | If your project focussed help on a particular type of beneficiary (e.g. school children or older people) please indicate the group here. |
| 14 | Relates to question 2 and 3. For example if you worked with several schools and the local council plus intu. |
| D IMPACTS | |
| 17a | Many community activities make positive changes in people's behaviour or attitudes. This may be to address certain behavioural traits (e.g. substance misuse, truancy from school) that if addressed could have a positive impact on the person's life. If your programme includes projects that make such positive changes please estimate the number of people benefiting here. |
| 17b | Many community activities demonstrate the benefits delivered to an individual through educational and vocational training opportunities. These might be formal training or education projects with specific skills being learnt, or qualifications being achieved or they may also develop people's 'softer' skills in areas like decision making, teamwork, problem solving etc. If your programme includes projects that make such positive changes please estimate the number of people benefiting here. |
| 17c | Many community activities improve the quality of life of individuals or the broader community. This can be seen through emotional wellbeing programmes (e.g. building confidence through skills development), social wellbeing (e.g. reintroducing and engaging section of community back into society, like young offenders) and physical wellbeing (e.g. programmes targeting obesity through sports and recreation). If your project has made such positive changes please estimate the number of people benefiting here. |
| 19a-d | Different projects can help the organisations you support in different ways. Some of the most common are listed here. Please indicate whether the organisation(s) supported have experienced any of the benefits listed as a result of your support. Please indicate the level of benefit experienced as follows: No difference - no benefit in this area A little - negligible short-term benefit in this area Some - some demonstrable longer-term development in this area A lot - significant sustained improvement in this area |
| 20 | Please indicate to what degree the project has an environmental benefit. |
| 20a | Please indicate to what degree the project changed people's environmental behaviour. |
| 21 | Please include the key stats obtained from your end of course evaluation. |
| 22 | Please include quotes from participants. |
| 24 | Any additional information that you would like to share with intu about the outcomes of the project. |