

# OUR APPROACH TO COMMUNITY



**LATIMER**  
by Clarion Housing Group

For Latimer, early, transparent and consistent community engagement underpins each of our unique developments. Good developments are those which work well with and complement the existing community and environment, maximising opportunity for all.

We are committed to listening to local communities and key stakeholders to enhance our local knowledge, build relationships and ultimately improve our development proposal. We work in tandem with our appointed professional consultants, construction partners, and other organisations to drive community engagement and social value from inception to occupation. We want to create integrated places that the community are proud to call home and which provide wider benefits and opportunities.

We want to ensure local communities are informed about the planning process and the intentions of our developments, and that they are encouraged to contribute ideas via a variety of mediums to help shape the long-term success of our projects. The local community and stakeholders are integral to the success of our developments and must be involved for projects to be successful.

We understand and work in line with the requirements of the National Planning Policy Framework and the Localism Act 2011, as well as working with Local Authorities to meet any of their consultation requirements, engaging with communities at all stages of the process.

Utilising the core principles of public participation, we use a variety of consultation and engagement methods that are appropriate to each stage of the planning, pre-construction, construction and occupied phases of our developments. We seek views from the community at the earliest possible stages and throughout a project. Our hybrid approach of in-person and digital engagement methods enables us to reach a wider, more diverse audience – allowing more voices to be heard and information to be shared. This enables us to get a good range of views from a cross-section of the community of those who live and/or work or have interest in the locality.

The scale of our operations and activities allows us to provide many additional lasting community benefits, enabling further and deeper engagement. This includes education, apprenticeship and employment opportunities, diverse procurement including local and with voluntary, community and social enterprise (VCSE) sector, and sponsorship of bespoke initiatives and programmes in response to the socio-economic needs of each locality.

## OUR APPROACH:

- We recognise that our business has an impact on communities and other stakeholders
- We are proactive in our engagement in order to understand the needs of our stakeholders and be in a position to respond to these needs and meet them wherever possible
- We provide accurate, up-to-date and accessible information to our communities and stakeholders as early as possible and at regular intervals throughout a project
- We communicate in an open, honest, fair and realistic manner in all dealings with our communities and stakeholders
- We recognise diversity and seek to inform all communities and stakeholders in the decisions affecting them so that they can understand the nature of our operations and ensure that they have an opportunity to be engaged
- We ensure that all suggestions, concerns and complaints are documented, acted upon promptly and resolved where possible with outcomes communicated back to the relevant affected groups
- We seek opportunity to add value and drive social impact throughout each of our developments
- We evaluate and review the success of engagement with communities and impact as part of the regular project reviews process