



**gleeson**


Community  
Matters



**Building Homes. Changes Lives.**





 Kilner Park,  
Doncaster

# Introduction



## Who are Gleeson?

Gleeson builds homes that are genuinely affordable, providing our customers with the opportunity for wealth creation through homeownership. Four out of five of our customers are first-time buyers, those escaping the rent trap, or moving out of home for the first time. Two out of three are key workers.

Our homes are almost always more affordable per month than their rented counterparts, making them very accessible to those on low to average incomes. We build local homes for local people, in the areas that they want to live, near their families and friends, and near great amenities and transport links.

We value the importance of being part of the communities in which we build, from the early stages of purchasing land through to the final stages of completion, leaving a positive legacy when we've left.



# Our values

Everything we do is underpinned by our values of Passionate, Collaborative and Respectful. These values are embedded in our culture, how we work with each other, our customers, the community, and indeed our external partners.

We all work together to ensure we're achieving our vision of Building Homes. Changing Lives.



**Collaborative**


**Passionate**

**Respectful**







 Rainsborough Park, Pontefract

Nearly

50%

of our customers previously lived within five miles of their chosen development before purchasing

## Why is community important?

We understand the importance of involving the community before and during the construction of our developments and leaving a legacy once our works are complete which is why we have our Community Matters programme.

## Adding value to our local communities

To keep our homes affordable, 60% of our sites are built on brownfield land. This helps to deliver urban regeneration, turning often unsightly, unused land into desirable homes and communities.

Where there is a Gleeson development, homeownership access and regeneration is improved. We also prioritise local labour, creating jobs for local people, and we employ over 70 apprentices, impacting the lives of those living in our local communities and helping them on their way to a successful career.

As part of our Community Matters programme, we run a number of initiatives, including school health and safety talks and site visits, to design a show home bedroom competitions, we also partner with local charities, and sponsor local grassroots sports teams.





Erin Court, Chesterfield

## In the community

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### Charitable work

We are keen to support local charities in the areas that we build. Each of our regions has its own chosen charity, voted for by colleagues.

Across Gleeson, colleagues have raised funds for our chosen charities. They've run marathons, done sponsored walks, had bake sales, dressed up in costumes, skydived and more.

Read a case study on our Tees Valley regions support for the Bradley Lowery Foundation on pages 11 and 12.

### Sports sponsorship and community initiatives

We offer assistance to local sports teams, or local community groups, with each region providing £500 of financial support to a team or local group every year to help with things such as a new kit, or travelling to away games. Not only does this help grassroots teams thrive, but it also ensures that local communities can continue to have an abundance of teams to join.



Steel City Rangers, Sheffield



Silverwood Junior Football Club, Sheffield



# Bradley Lowery Foundation

An inspirational little boy, Bradley Lowery battled cancer most of his young life before tragically dying in July 2017.

The six-year-old was diagnosed with neuroblastoma, a type of cancer found mainly in babies and young children at the age of just 18 months.

Following Bradley’s death, his mum Gemma founded The Bradley Lowery Foundation, a charity that supports the families of terminally ill children. Both our Tees Valley region and our Tyne and Wear region chose the Bradley Lowery Foundation as their charity to support and have honoured Bradley’s legacy in a number of different ways.

Our Hardwicke Place development in Blackhall Colliery, Tees Valley is less than a mile from where Bradley lived with his parents.

Firstly, two roads on Hardwicke Place have been named after Bradley, including Bradley Lowery Way and Sunshine Place; sunshine being the nickname that Gemma and her husband Carl gave Bradley,

due to his sunny disposition despite the pain and discomfort he was suffering throughout his illness. Gleeson also planted a memorial tree and plaque at Hardwicke Place, which will become a permanent memorial at the development.

In addition to this, team members have taken part in sponsored stay-awake-athons, skydives, walked the distance from Lands End to John O’Groats, supported with events, marketing and signage and have assisted the charity with the build of Super Brads Pad, a holiday home for sick children, by donating building supplies and trades. In total Gleeson colleagues have raised over £6,000 for the foundation\*.

\*at June 2022



Gleeson has been a fantastic support to the Bradley Lowery Foundation. When I was initially contacted by Gleeson they explained they wanted to name a street after Bradley; I was completely overwhelmed. It is an incredible gesture, and keeps Bradley’s name and legacy alive for years to come. The Gleeson team have taken part in lots of different fundraising activities for the foundation, and go above and beyond to help us.

**Gemma Lowery,  
Bradley Lowery Foundation**



## Schools

We love to be part of the learning of our local children, and our teams are both happy and excited to work with classes of local children to create and bury time capsules, name our streets, design a show home bedroom or plant flowers and trees. We want to make a difference in our communities and impact local people in a positive way from a young age.

We often conduct health and safety talks and site visits with local schools, as we know that having a construction site in the area can often be exciting for children and the temptation to explore is always there. It's important that we

communicate to children to let them know our sites aren't a playground and educate them on construction, inspiring them and allowing them to see the opportunities working in construction can bring.



Grangemoor Park,  
Morpeth



Moorland Green,  
Gateshead



Greencroft View,  
Stanley





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We are thrilled to be involved in the Gleeson Community Matters Programme. Our Year One children had a great time visiting the Greencroft View Gleeson site. We were made to feel very welcome by everyone we met.

The Site Manager and his team made sure that all of the children understood how houses are built and how each person's role contributes to the design and construction of homes. The children experienced bricklaying and observed the action on the site. They also saw heavy machinery in operation including the cement mixer delivering cement.

The children have been inspired by this visit and have since written thank you letters to the Gleeson staff. We are really pleased to have the Gleeson development located beside our school, and are looking forward to seeing the further benefits it brings to local people in the community.

**Joanne Shaw, Head Teacher at  
Catchgate Primary School**

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We are delighted to work with local teachers and children, inviting them to see our construction sites in action. As part of our Community Matters programme, we are keen to ensure that we enrich the local areas in which we build by collaborating with local schools, teams and charities to support good causes and provide moments of joy. On our school site visits we have certainly found tradesmen and women of the future within the classes.

**James Thomson, Chief Executive Officer**

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James Thomson, CEO,  
Greencroft View, Stanley





 Hardwicke Place,  
Hartlepool

## Local jobs for local people

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We aim to make a difference right from the start of our developments' lifecycle until the very end, with us employing local people and working with local subcontractors and suppliers. People, whether directly employed by Gleeson or not, are the driving force behind our business and by investing in their futures, we are investing in Gleeson's future too.

Gleeson has been awarded a number of people focussed accreditations including Investors in People, the Armed Forces Covenant, and the 5% Club award, for over 5% of our workforce being on training schemes, including our 70 apprentices. Plus, Gleeson was the first housebuilder to be accredited by the Living Wage

Foundation for introducing the "Real" Living Wage as an absolute minimum for all employees. We also believe that our sub-contractors and suppliers should do the same, and only partner with companies that pay their employees the "Real" Living Wage as a minimum.



 College Gardens,  
Middlesbrough



 Dane Park,  
Hull



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I love my apprenticeship with Gleeson due to the independence I have. I'm considered a full member of the team and have my own responsibilities and tasks. I'm still learning all the time and have a clear plan, goals, and targets to meet. I know my progression after my apprenticeship will be considered.

**Jim Smith,**  
**Apprentice Quantity Surveyor**

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Gleeson is incredibly proud to be the first and only house builder currently accredited with the Fair Tax Mark. The Fair Tax Mark certifies that our business is paying the right amount of tax in the right place at the right time and is the gold standard of responsible tax conduct.

As a FTSE listed company this is incredibly important and reassuring for our young, first-time buyer customers, who are likely to be making the biggest purchase of their life so far when they buy their Gleeson home and want to be confident they can trust who they are giving their money to.







## Sustainability and biodiversity



At Gleeson we put a huge emphasis on operating sustainably. Sustainability means meeting the needs of the present, without compromising future generations. Our Sustainability strategy is built around the needs of People, Communities and Environment.

Gleeson recognises the importance of environmental amenity within the built environment. Where appropriate, all of our developments incorporate design features such as open spaces, Sustainable urban Drainage Systems (SuDS) and soft landscaping, such as plants and trees, to complement the surrounding natural infrastructure and support the wider natural environment.



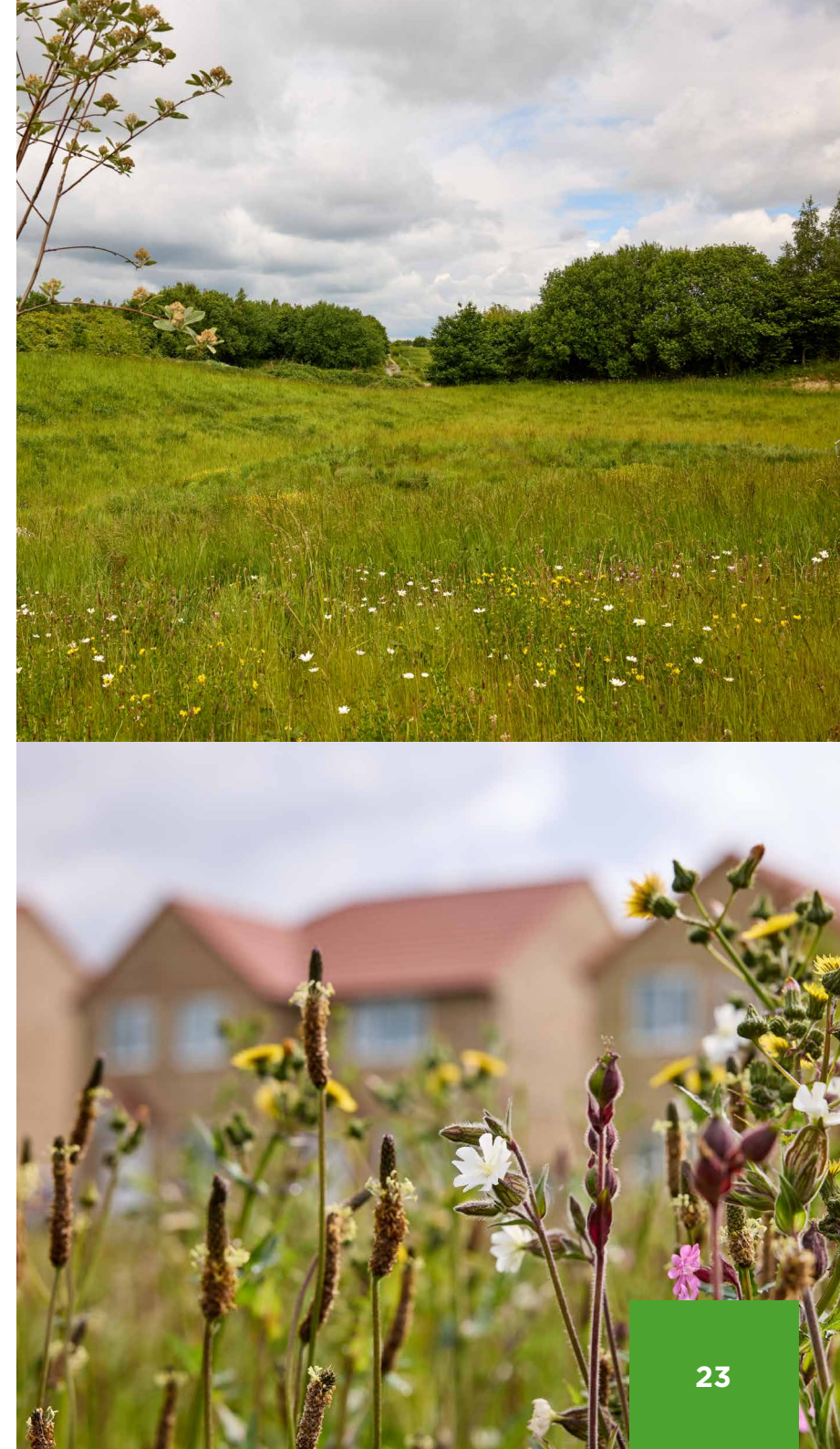
Communities



People



Environment







## Design for disability

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We will make tweaks to any of our homes to cater to those with a registered disability or restricted mobility, giving our customers the opportunity to own their dream home, modified perfectly for them, at an affordable price.







## Keeping communities updated




We're not only committed to making a difference, but we also want our communities to be kept up to date with the work we're doing both on site and in the local area. On our developments, we have signage explaining our Section 106 contributions and the work we are doing in the local neighbourhood. On many of our developments, we keep our local communities updated with a quarterly newsletter with information on the works we're carrying out on site, anything that may have an impact on those living locally (such as road works) and the great work that our people are doing to change the lives of those in the community.







 Dan and Abby,  
Barnburgh View, Barnsley

## Leaving a legacy




We are committed to building strong relationships with local communities that last beyond when we have finished building. We have supported hundreds of community groups and charities over the years and always aim to leave a positive legacy on our developments that helps our homeowners and their communities thrive for years to come.

**Building Homes. Changes Lives.**




 Abbie, Chris and Esmé,  
Sutton Park, St Helens



 Jason, Boro Park  
Middlesbrough



 Jess, Simba and Avery,  
Conrad Court, Rochdale





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