



BATTERSEA POWER STATION  
COMMUNITY CHARTER

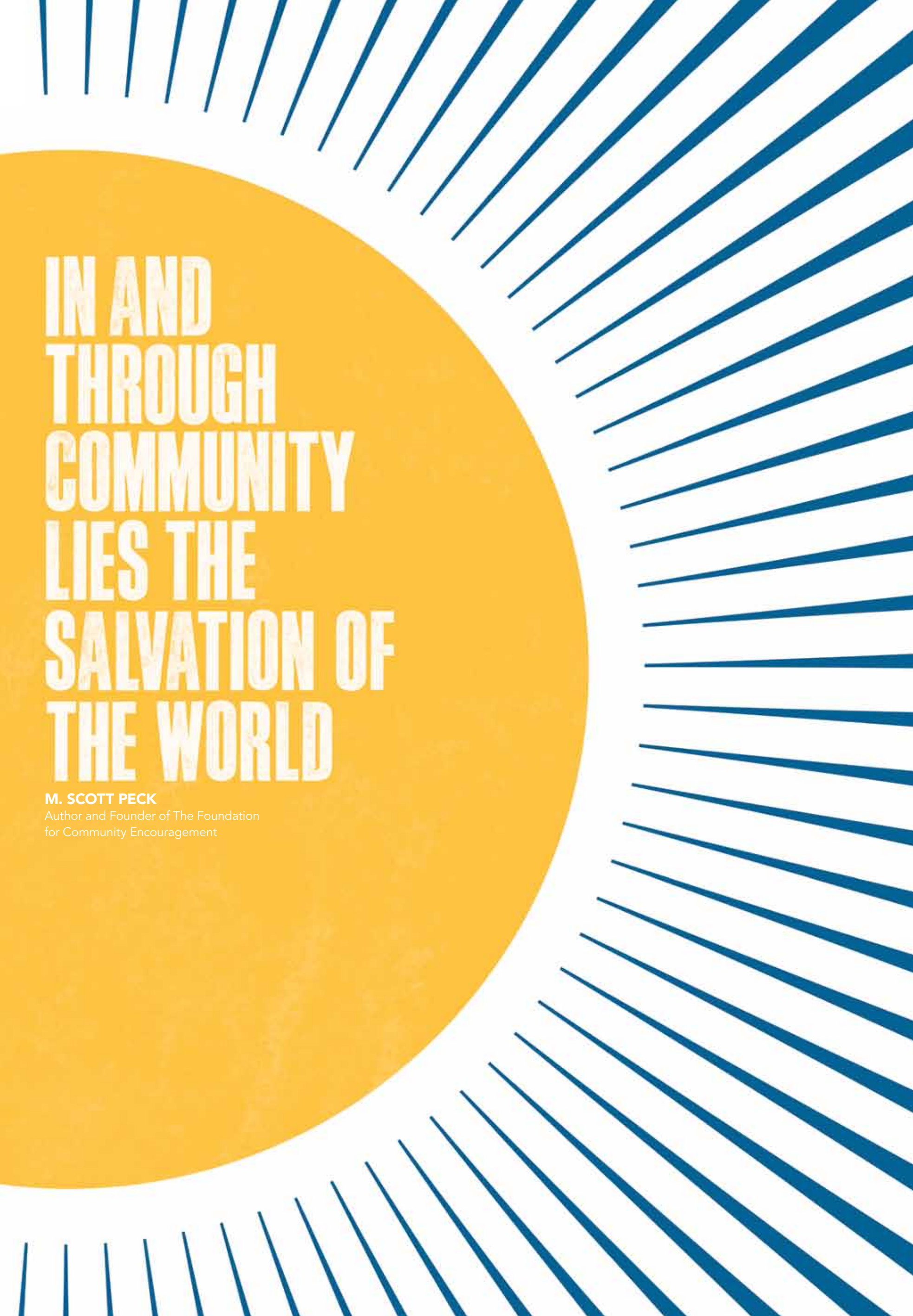
# BUILDING A REAL PLACE, BRICK BY BRICK

Rob Tincknell, CEO  
Battersea Power Station Development Company

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# IN AND THROUGH COMMUNITY LIES THE SALVATION OF THE WORLD

**M. SCOTT PECK**

Author and Founder of The Foundation  
for Community Encouragement



# FOREWORDS

## **RIGHT HONOURABLE ERIC PICKLES MP, SECRETARY OF STATE FOR COMMUNITIES AND LOCAL GOVERNMENT**

"The regeneration of Battersea Power Station is a flagship example of inward investment being used to create new homes, jobs

and infrastructure for the benefit of not just the local community, but London and the UK economy as whole. In addition to the vast economic impact this regeneration will have, the pledges set out in the Community Charter are a welcome commitment to building really great places for people to live, work and spend time."

## **BORIS JOHNSON, MAYOR OF LONDON**

"The regeneration of Battersea Power Station and Nine Elms will transform a vast swathe of under used industrial land and create a new and distinctive quarter for central London.

Once the generator of megawatts, Battersea Power Station's revamp is now sparking the wider rejuvenation of a once forgotten, neglected part of the capital. Thanks to a multibillion pound public and private investment, which will include a brand new extension to the Northern Line, the renaissance of this area is set to support tens of thousands of jobs and homes for the capital.

But this scheme is about much more than just bricks and mortar. It is about creating a brand new, vibrant community for London that will stand the test of time. That is why this community charter is so vitally important.

The commitments enshrined within this document will help to create a strong, confident community that will contribute fully to the social, cultural and economic fabric of our city.

Plans to regenerate Battersea Power Station have endured many false starts, but now with construction well under way, I am in no doubt that this fantastic scheme will bolster London's reputation as the greatest city on earth."



# A BURNING AMBITION

## COMMUNITY MISSION STATEMENT INTRODUCTION

The ambition at Battersea Power Station is nothing less than to create one of the world's greatest neighbourhoods. Having received plaudits for our creative approach to masterplanning and high quality architectural design, the projects shareholders and Battersea Power Station Development Company (BPSDC), are now focusing their attention on the social dimension of placemaking.

The Battersea Power Station Community Charter is the result of sustained thinking about how the natural process of community evolution can be accelerated in new urban quarters to more quickly establish the levels of trust and social capital that are mutually evident in places that have evolved over long periods of time. Based on

insights gained from the Centre for Economic Business Research, Harvard University and other leading thinkers, our Charter sets out ten exacting commitments that we believe will rapidly nurture those living and working at Battersea Power Station in to a strong community, from fledgling status through to fully functioning social resource.

## WHY HAVE WE FORMULATED THIS AS A CHARTER?

In the past, charters were used to create cities, setting out the rights and privileges bestowed on a particular locality, as well as defining how it would be organised and function. Because of this, the date a charter was granted generally represents the moment in time that the city was officially 'founded' – regardless of whether the area was previously occupied.

By comparison, in urban development today we tend to over-focus on the physical aspects of places – the buildings we design and construct. Too often little regard is given to the way our places will function socially in the future. This generally causes the lack of vitality and soulless atmosphere that sadly afflicts so many contemporary developments. They often look fine, sometimes fantastic, but fail to engender any community spirit, pride in ownership or social capital.

Creating a Community Charter at this early stage of the Battersea Power Station development ensures that

the social aspects of good placemaking will become the bedrock of the project and do not get ignored or left to chance. This Charter develops specific strategies that address today's social issues, and acts as a warranty to future residents and occupiers that we take our long term role in the success of the neighbourhood extremely seriously.

As such, the Charter has caused a seismic shift in the way we think about Battersea Power Station. We are no longer undertaking just great urban development, we are founding a new community in the capital, bringing it into existence, and setting in place the ideal circumstances under which it will thrive and flourish.

But before exploring the specific nature of this, it's worth reminding ourselves of the scale of development currently being undertaken in Nine Elms and at the Power Station itself, as well as refreshing our understanding of 'community' and the challenges we face in creating these today.





# THE CORNERSTONE OF THIS MASSIVE PROJECT IS BATTERSEA POWER STATION

## NINE ELMS

The Nine Elms project is located within a mile of Westminster and encompasses over 200 acres of central London, making it probably the most significant urban regeneration in any capital city, anywhere in the world. Spearheaded by the Mayor of London, Nine Elms has already garnered international acclaim for its scale of ambition, design and innovation, and when complete will include 16,000 new homes and a working population of 30,000 people.

The cornerstone of this massive project is the Battersea Power Station site, a 42 acre mixed-used urban quarter that will become a 'must-see' destination not just for south west London, but every resident and visitor to the world's premier city. Located within the Central Activity Zone of London and with over 450m of frontage to the River Thames, the development will comprise more than 8 million square feet of mixed residential and commercial accommodation in a carefully thought-out blend of uses. At the heart of the scheme is the listed building itself, a much-loved monument to a lost industrial age and one in urgent need of restoration.

The development ranks as one of the largest in Europe, and when complete will be the largest retail, leisure and cultural complex in central London, attracting over 20 million visitors per annum. To attain this level of success, design quality is paramount and we have assembled a team of world-class architects including Ian Simpson Associates, dRMM, Foster and Partners, Rafael Vinoly and Frank Gehry.

But to become a truly great place, our visionary urban quarter needs to be inhabited by a vibrant community, where local people can lead fulfilling and original lives every day, and connect with each other on a habitual basis.

**BUT WHAT DO  
WE MEAN BY  
COMMUNITY?  
WHAT BRINGS  
PEOPLE TOGETHER?  
AND PERHAPS MOST  
IMPORTANTLY – WHY  
DOES THIS SEEM  
INCREASINGLY  
DIFFICULT TO  
ACHIEVE?**







# COMMUNITY

On the surface, the idea of community is simple to grasp, and can be defined as groups of people brought together by shared interests or values. But dig a little deeper and all manner of complexity becomes apparent.

Firstly, what scale are we talking about? It is possible to think of a handful of individuals as a collective group, but we might equally encounter references to 'the local community', 'the footballing community' or even the 'European Community', which refer to groups numbering from just a few thousand people to many hundreds of millions.

What is important to recognise is that as communities increase in scale, what unites people becomes more generalised, and the individual member less able to influence decision-making, make a difference, or derive personal benefits.

Secondly, when we think about 'community', what is the nature of commonalities between people? These are many – and might include cultural or religious beliefs, shared interests such as playing or following team sports, hobbies and craft activities or collecting, life stage issues such as toddler or retirement groups, or people united through volunteer activities. Such communities emerge and flourish because even though individuals may be from radically different walks of life, strong bonds exist to draw them together, create friendships, develop trust and function in a mutually beneficial manner.

But when we think about the people that live alongside each other in local neighbourhoods, especially those recently built and newly occupied, such bonds rarely exist. Instead, these groups need to be recognized for what they are, 'communities of proximity', united only by virtue of geographical location. We believe weak communities persist in many new urban developments because little or nothing is done to identify or help create commonalities between new residents and occupiers, nor build links between them and local people or businesses that already exist in the surrounding areas.

This is regrettable because the value of undertaking this is unequivocal, with international research demonstrating that huge benefits accrue to members

of strong communities including improved job prospects, higher educational attainment, improved physical and mental health, more resilience in difficult times, increased happiness and a greater sense of well-being.

Understanding the nature of community bonds leads us directly to the important concept of 'Social Capital' – which the Organisation for Economic and Cooperation Development (OECD) has defined as "the networks together with shared norms, values and understandings that facilitate cooperation within or among groups". Quite simply, Social Capital can be thought of as the glue that binds people together, allowing us to achieve collective goals or further ourselves through assistance from others.



# THE ARRIVAL OF TELEVISION HAS BEEN CITED AS A WATERSHED MOMENT IN THE DECLINE OF COMMUNITY ENGAGEMENT

Despite all the theoretical understanding, research today clearly shows that all forms of social capital have been in long-term decline since the 1950s, which is generally perceived as the ‘golden era’ of community spirit. Social commentators have advanced a number of theories to account for this, which include the following:

## SHIFTS IN WORK PATTERNS

People today tend to work for longer and have significantly less time for civic engagement or social interaction than in the past. More women have also entered the job market, where previously they played a critical role in developing and maintaining local networks of friendship and mutuality, and organizing community events. Greater business competition has eliminated ‘jobs for life’, and although increased mobility in the labour market has positive economic effects, it also decreases loyalty and commitment to others in the workplace. Finally, while the rise of homeworking has allowed more flexibility in the use of personal time, this can easily isolate people if not carefully managed.

## NEIGHBOURHOOD DESIGN

Many mistakes were made in the design of neighbourhoods during the 1960s and 1970s by urban planners and architects, unaware that the organisation of urban space is a critical factor in encouraging social interaction and achieving a sense of community. It has taken several decades to eradicate the negative social impacts of these projects from our towns and cities – and to learn the lessons necessary to

inform approaches to high-density urban development that engender more harmonious relationships.

In many places, the fear of inner city environments led to increased suburbanisation, which further undermined the sense of community by spreading people apart, in low density areas with poor public transport connectivity and few communal facilities. Living in suburban areas also lengthened commuting distances, eating into precious time previously used for socialising.

## TECHNOLOGICAL ADVANCES

The arrival of television has been cited as a watershed moment in the decline of community engagement, privatising our leisure time and precipitating a huge fall in memberships of clubs and societies, and participation in team sports. The introduction of multi-channel satellite and cable TV services, video and DVD players and gaming consoles and the advent of the Internet have all further increased the challenge of encouraging people to re-engage with each other. Social networking, for example, holds great potential, but also tends to create ‘non-place’ communities that exacerbate the atomisation and fragmentation of modern society. This is because although they give members a sense of community and belonging online, they lack the physical interaction historically associated with community formation. They are therefore weak forms of community – where membership is optional, participation is a matter of personal convenience, and no wider social commitment is required.







## CHANGES IN SOCIETY

Although we are currently living in a time of austerity, people are generally much more affluent than 50 years ago. As a result, we are now more likely to pay for services like baby-sitting, odd jobs or gardening which, in the past, might have been carried out by our neighbours, for whom we would then perform reciprocal tasks. It is these small favours that build trust and reliance on others and contribute to the sense of mutuality that

great communities are built on – the act of looking out for one another. This can also be observed in the reduction of inter-generational families, with older people more likely to be looked after by professional service providers than a relative. This is not to say that we have become less caring – rather that these activities have become casualties of the ever increasing demands on our time.

## PUBS ARE CURRENTLY DECLINING AT A STARTLING RATE OF TWENTY FIVE PER WEEK

### LOSS OF COMMUNITY ASSETS

The ongoing loss of local facilities and services has also been cited as a major factor in the degradation of civic life in the UK. During the last 20 years, over 2,500 post offices, a third of local banks and over 4,000

independent convenience stores have closed, and pubs are currently declining at a startling rate of 25 per week. These local assets have acted as the cornerstone of many communities for decades, and their ongoing loss is perceived by British people as hugely damaging to local life.



# COMMUNITY RENEWAL

The long list of negative impacts on community spirit since the 1950s makes depressing reading, but occasionally circumstances arise that disrupt the gradual downward trajectory.

The Royal Wedding, Diamond Jubilee and London 2012 Olympics all united us as a nation, and reminded us of the joy of shared celebration. Such moments are however all too fleeting, and without external stimuli we seem to once again drift apart – and into scenarios like those we face in London where a staggering 85% of people admit to not knowing their neighbours.

But now is the time for us all to address this sorry state of affairs.

The British Government has made social renewal in the UK a key priority through its promotion of 'Big Society', and policy measures are aimed at the restoration of community spirit and enhancement of Social Capital. We believe there is a strong appetite for this – the public events hosted at the Power Station in recent years have been overwhelmingly successful, attracting a diverse audience of local people, Londoners and overseas visitors, bound together through shared experiences.

Nurturing a new community into existence is a long-term challenge that few organisations are either willing to undertake, or structured to achieve. But at the Power Station we see things differently. It is perhaps worth noting at this point that all the public space on the site, as well as the majority of the new shops, offices, leisure and cultural accommodation

are going to be retained, curated, maintained and managed by the Battersea Power Station shareholders – so, on their behalf, we are already committed to the long term stewardship of this new area of central London.

It is intended that through the commitments set out in this **Community Charter**, Battersea Power Station will become an exemplar project and herald a new era of active neighbourhoods and civic engagement. This will not hark back to some idealised version of the past – as done by some developments that trade on nostalgia – but rather face the future using new techniques that bring people together in full recognition of contemporary life, and the ways people choose to interact today.

What follows are the Battersea Power Station **Community Mission Statement**; and **10 Commitments**, which together set out the strategic framework for bringing people together. Through sensitive design, provision of facilities, use of governance structures, and the support of neighbourhood-led events and initiatives, we believe it is possible to overcome the powerful effects currently undermining social engagement, and rapidly create one of London's most vibrant and effective communities at Battersea Power Station.







# FRIENDS & NEIGHBOURS

## COMMUNITY MISSION STATEMENT

The scale and heritage of Battersea Power Station offers a unique opportunity to devise and implement community building strategies that will reawaken people's belief in civic engagement, and a desire to live together in a spirit of mutual co-operation.

Drawing on a variety of approaches to architecture and urban design, provision of facilities, events programming, governance and use of technologies that will bring people together in shared experiences, we seek to rapidly engender the trust, respect, tolerance, sense of safety and pride in place that underpin all great communities – which traditionally evolve over much longer periods of time.

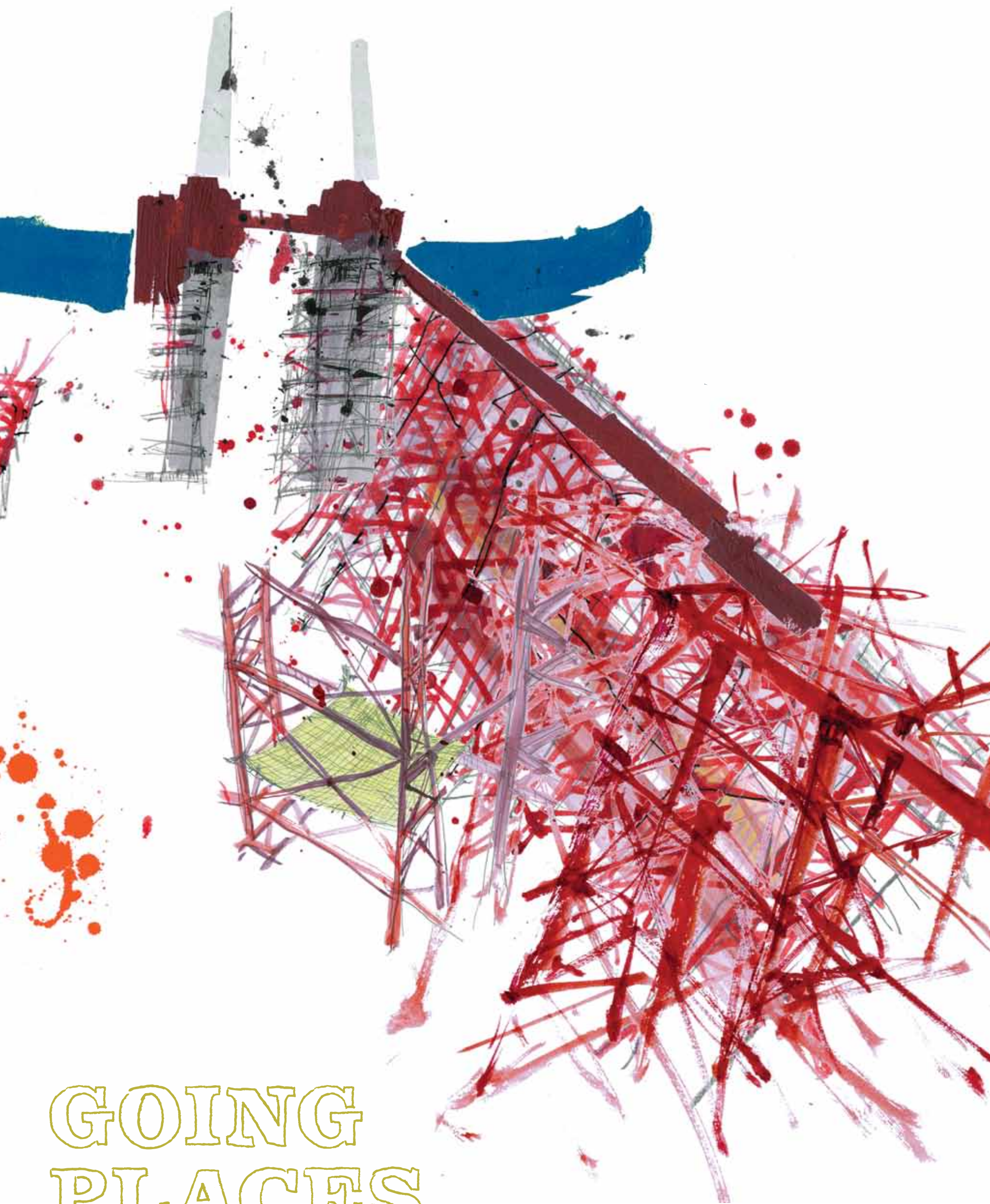
Through this unique initiative we believe residents and occupiers will develop a willingness to participate in local affairs, positively appreciate diversity in each others social and cultural backgrounds, and hence evolve a duty of care towards each other that we know simply as 'good neighbourliness'. Such close-knit communities will offer great resources and opportunities for self-fulfilment, and deliver far reaching impacts on individual happiness, health and well-being.

# BATTERSEA POWER STATION 10 COMMITMENTS

To build a strong, robust and sustainable community at Battersea Power Station, the Shareholders and BPSDC as Development Manager, commit to the following:

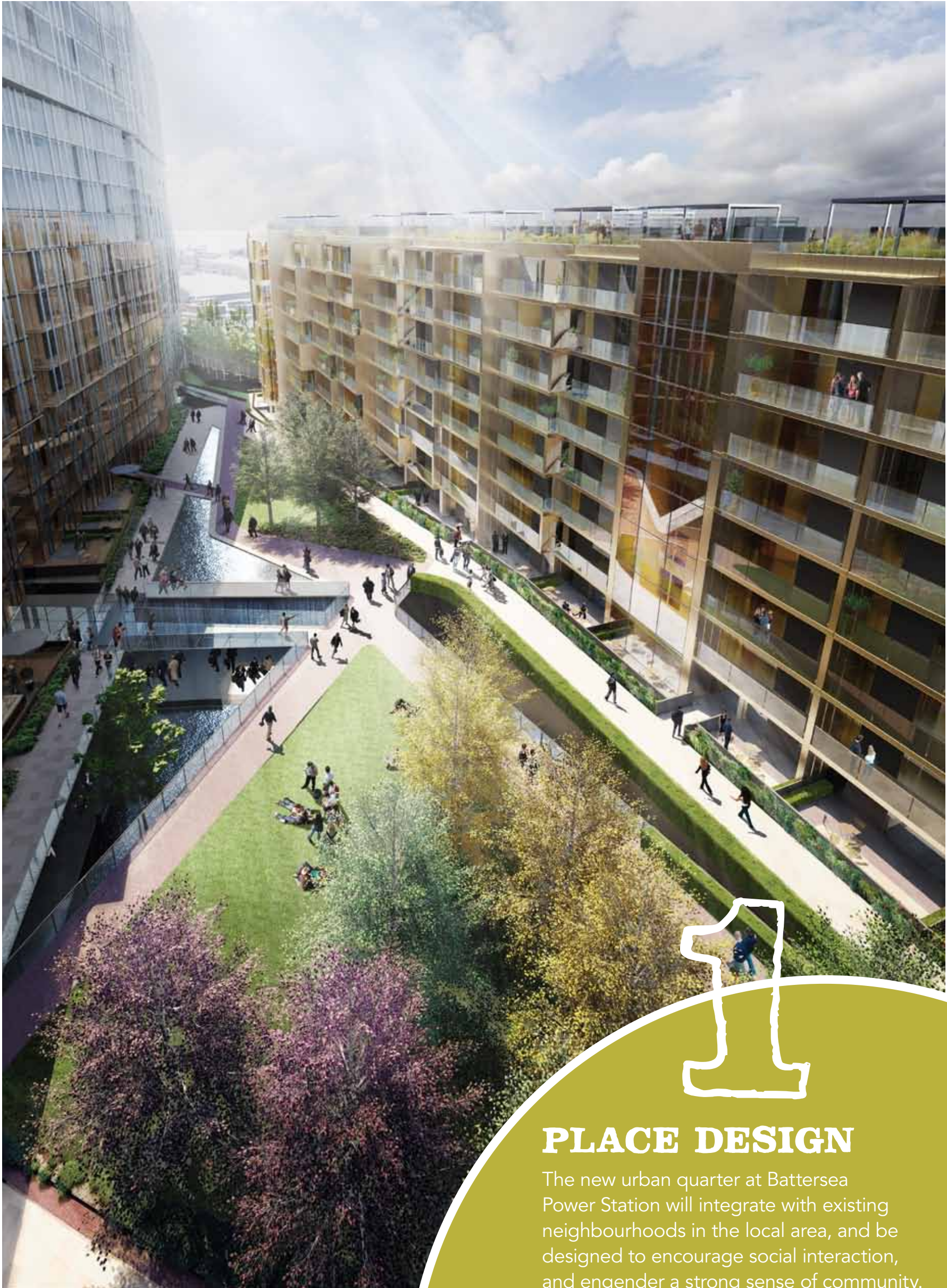






GOING  
PLACES





# PLACE DESIGN

The new urban quarter at Battersea Power Station will integrate with existing neighbourhoods in the local area, and be designed to encourage social interaction, and engender a strong sense of community.

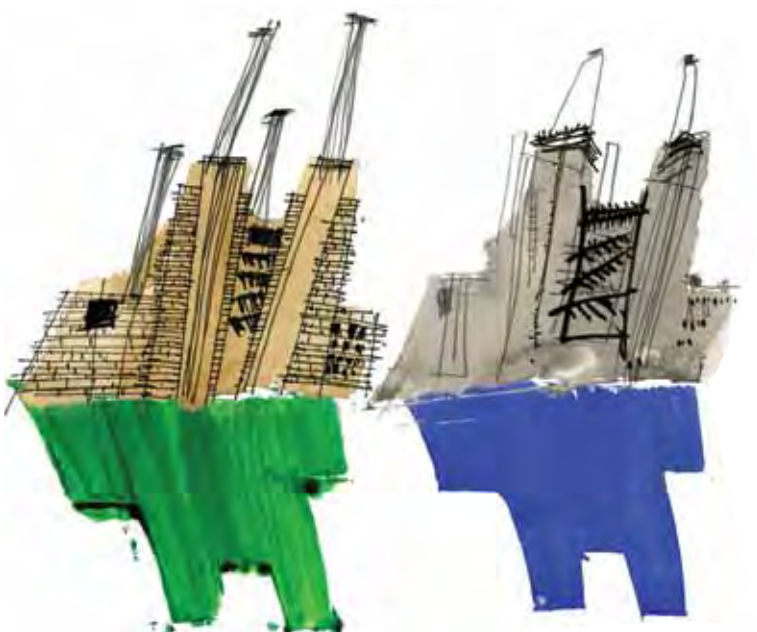




**designed to encourage social interaction, and engender a strong sense of community**

**TO ACHIEVE OUR PLACE DESIGN OBJECTIVES WE WILL UNDERTAKE THE FOLLOWING:**

- Create a genuinely mixed-use destination at Battersea Power Station where people can live, work, learn and play, creating a carefully blended mix of both commercial and residential accommodation – including more than 3 million square feet of new shops and office space – to ensure a vibrant community at all times of the day, throughout the year.
- Use world class designers to create distinctive, contemporary architecture that complements the listed Power Station and engenders a strong sense of pride and belonging in residents and occupiers.
- Deliver more than 18 acres of public open space including the 6 acre Power Station Park located alongside the Thames. This will allow hosting of a variety of community events that create shared experiences and enhance community spirit.
- Provide specific communal landscaped spaces for residents of the Power Station development, offering them the option of a more intimate setting for neighbourhood activities in addition to the main public spaces. Include within this both outdoor courtyard gardens at podium level and also indoor 'sky' gardens adjacent to circulation spaces.
- Maximise the social potential of all residential circulation space, using wide corridors and generous lounge-like lobby spaces to encourage informal 'over the fence' conversations between residents.
- Focus on livability rather than 'lifestyle' in the design of new homes, ensuring they are characterful, invite personalization, and support homeworking, the hosting of social occasions, and the pursuit of crafts and hobbies.
- Require our contractors and consultants to endeavour to employ from the local area engendering trust and pride in the local community.





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# CONNECTIVITY & ACCESS

Connectivity is a key component of community-building, determining the speed and ease with which local people can access job opportunities, education, health, leisure and cultural facilities, as well as retail goods and services. We will transform public transport accessibility in this area of Central London, making the Power Station an urban asset available to the widest possible audience, and improving links between local people and other resources in the capital.

2





we will transform  
public transport  
accessibility in this  
area of Central London



TO DELIVER  
CONNECTIVITY AND  
ACCESS WE WILL:

- Help facilitate delivery of the Northern Line Extension connecting both the new population of Nine Elms and the existing population of Battersea to the London Underground system, significantly reducing travel times to and from key areas of the capital.
- Provide a new jetty on the Thames allowing existing river bus routes to be extended, connecting Battersea Power Station and other local residents with Westminster, The Southbank, Blackfriars, Embankment, Tower Bridge, Canary Wharf, Greenwich and the O2.
- Encourage use of other public transport options including rail and bus services through coordinated planning, enhanced waiting facilities and passenger information.
- Provide adequate public parking and taxi drop off points to support ease of access to shops, employment, leisure, cultural, education, health and community facilities.
- Develop new pedestrian and cycle routes around the Power Station that connect the 200 acres of recreational land at Battersea Park into the new Linear Park through Nine Elms to Vauxhall – opening a network of green spaces and riverside amenity for community leisure activities. Support cycle usage with secure and convenient cycle parking for residents and visitors, and widen access by facilitating the extension of the London cycle hire scheme to this area of central London.
- Test all areas of landscape and public buildings to ensure they are accessible to all – including the disabled, blind or partially sighted, older people and those with young children and pushchairs.
- Provide free WiFi access in public areas for all visitors and occupiers at Battersea Power Station – allowing them access to online information and services, and sharing of experiences through social networks.



live the life you  
love, love the  
life you live





A photograph of a smiling male chef in a kitchen. He is wearing a black t-shirt and a red apron. In the background, there are hanging pots and pans, and a menu board is visible. The image is partially covered by a green circular graphic on the left side.

# 3

## THIRD PLACES

The development will provide a wide variety of 'Third Places' – informal indoor and outdoor spaces specifically designed for socialising, such as bars and cafes, where people can meet and relax away from home and the workplace. These will be carefully considered, and address the needs of different groups of people, including visitors, residents and occupiers.





## places where our community can get together



### TO CREATE EFFECTIVE THIRD PLACES WE WILL:

- Implement strategies for extending 'dwell time' in parks and public spaces – including the provision of seating, food and beverage outlets, events, children's play areas, toilets, and friendly guardians overseeing activities. The effectiveness of 'third places' in stimulating sociability is dependent on people feeling comfortable, and being able to service basic needs.
- Curate the food and beverage offer at the Power Station to include a wide range of restaurants, bars and cafes – so they provide settings for all social occasions and budgets, from everyday exchanges over coffee and informal lunches, to the finest gourmet dining. Locate these where they can also support leisure, community, conference and cultural facilities.
- Provide each phase of the Power Station project with various residents' facilities. Located in key strategic areas, these private facilities will include concierge, lounges, restaurants, library, business centres, screening rooms, function rooms and will be the meeting place for clubs, teams and societies. As such they provide focal points for the entire resident population, and seek to emulate the traditional social functioning of both Village Hall and Pub.
- Create bookable spaces that residents can use for celebrating with friends and family – hosting events such as birthday parties, anniversaries or religious occasions.



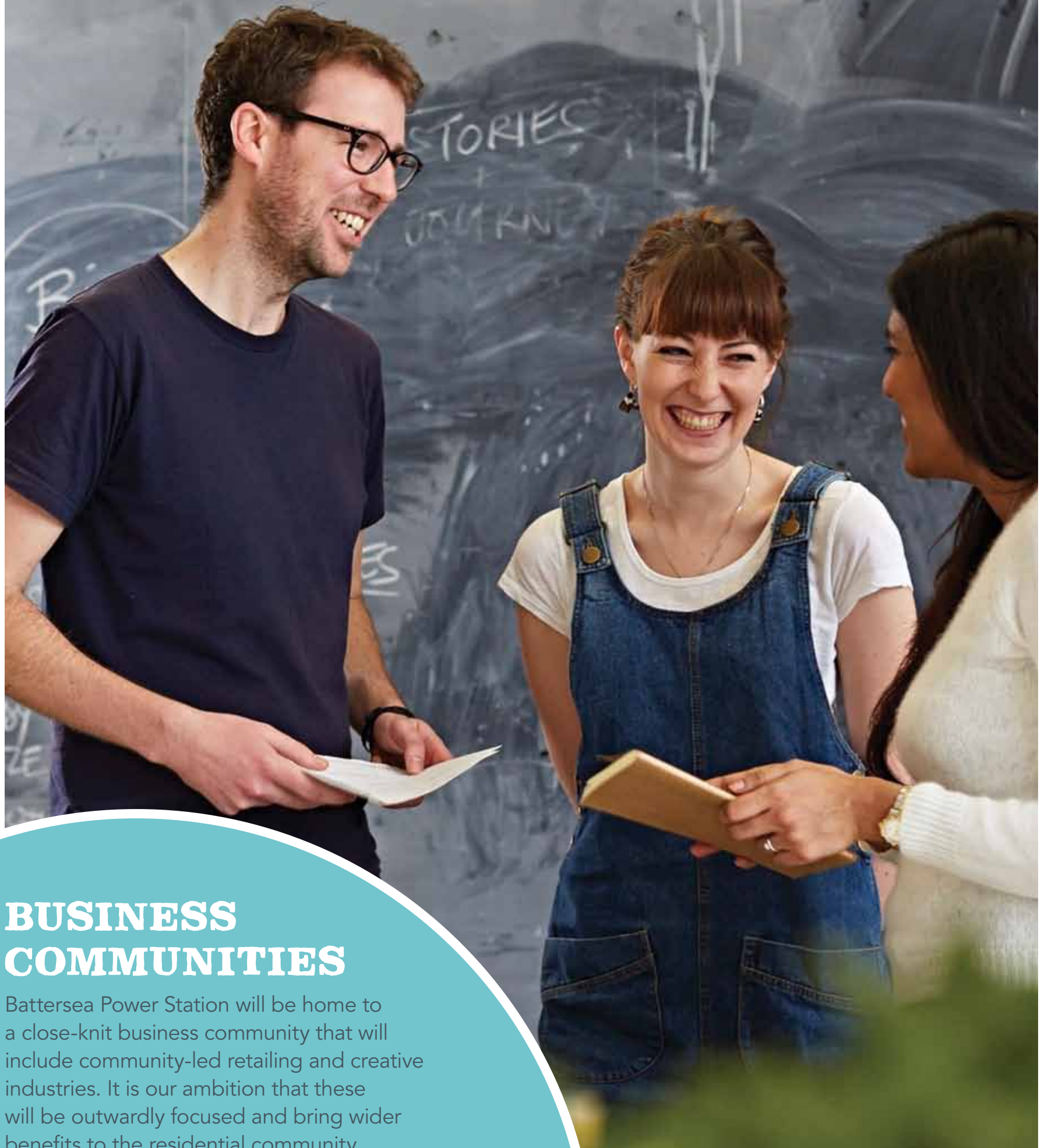


**love  
your  
work**





4



## BUSINESS COMMUNITIES

Battersea Power Station will be home to a close-knit business community that will include community-led retailing and creative industries. It is our ambition that these will be outwardly focused and bring wider benefits to the residential community.



Battersea will be home to a close-knit business community that will include community-led retailing and creative industries.



**TO ACHIEVE THESE AIMS WE WILL:**

- Include independent and community-led stores within the overall retail mix including local bakers, butchers, wine shops, newsagents, fishmongers, delicatessen, cheese shop and florist. These businesses trade on developing long-term, personal relationships with customers, and underpin authentic neighbourhoods that are highly distinctive in character. Research has also shown that independent businesses reinvest a higher proportion of takings back into the local economy than traditional High Street chains.
- Target creative industries as office tenants including designers, PR and advertising agencies, and marketing, social networking, IT, and education related businesses, as it is widely acknowledged these businesses support the growth of a vibrant and authentic local culture.
- Provide a wide variety of flexible office environments allowing companies to remain on site, adjusting space requirements as and when staff numbers fluctuate through the business cycle. This will ensure personal and network relationships, shared resources and close business alliances can be retained and developed over the long term.
- Design communal entrance/atrium areas in commercial offices so these can be used as breakout spaces for informal discussions, and also function as a resource for Power Station homeworkers – with intimate areas of seating, cafes, copy shops, courier services and free WiFi.
- Support home working through innovative residential design, and new service offers that allow individuals to share facilities with adjacent commercial offices. Facilitate networking opportunities with the wider business community, and enable easy scaling of enterprise into shared office space on the site.
- Place an obligation on retailers and restaurateurs (under lease conditions) to organise special events and promotions for the resident community to build rapport, create loyalty and engender pride in the neighbourhood.
- Require businesses located at the Power Station to use reasonable endeavours to employ staff from the local area.





rest  
assured

MR.  
BUBBLES  
No. 1 SECURITY guard



5

## SAFETY

Engendering a sense of security is a vital aspect of community building, underpinning personal confidence, and creating the conditions for people to interact with each other in public space, share memorable experiences and experience a higher quality of life.







**WE BELIEVE A STRONG SENSE OF SECURITY CAN BE CREATED THROUGH THE FOLLOWING ACTIONS:**

- Ensure that all public and communal spaces are overlooked by adjacent buildings, as research has shown that 'natural surveillance' plays an important role in minimizing crime and anti-social behaviour, allowing people to relax and socialize with others.
- Clearly define communal indoor and outdoor space for residents, and provide these areas with controlled access. This encourages development of a sense of collective ownership and – as recognition of neighbours increases – the confidence to challenge strangers or wrongdoing.
- Combine security and customer care roles at the Power Station in the form of Guardians and Concierge staff on duty 24/7, who will act as ambassadors for the place, while providing tacit assurance on community safety. Tasked with getting to know local residents and workers, they will provide a helping hand, and resolve security issues in a respectful, discreet and timely manner.
- Utilize state of the art CCTV linked directly to the local constabulary, but designed to be unobtrusive, as overt security systems appear unwelcoming and often instil a sense of unease in the public about the safety of a place.
- Actively support organisations that seek to address prejudice, and run events and activities designed to build trust, mutual respect and understanding between people of different social backgrounds, racial identity, sexual orientation, and religious, cultural and political beliefs.

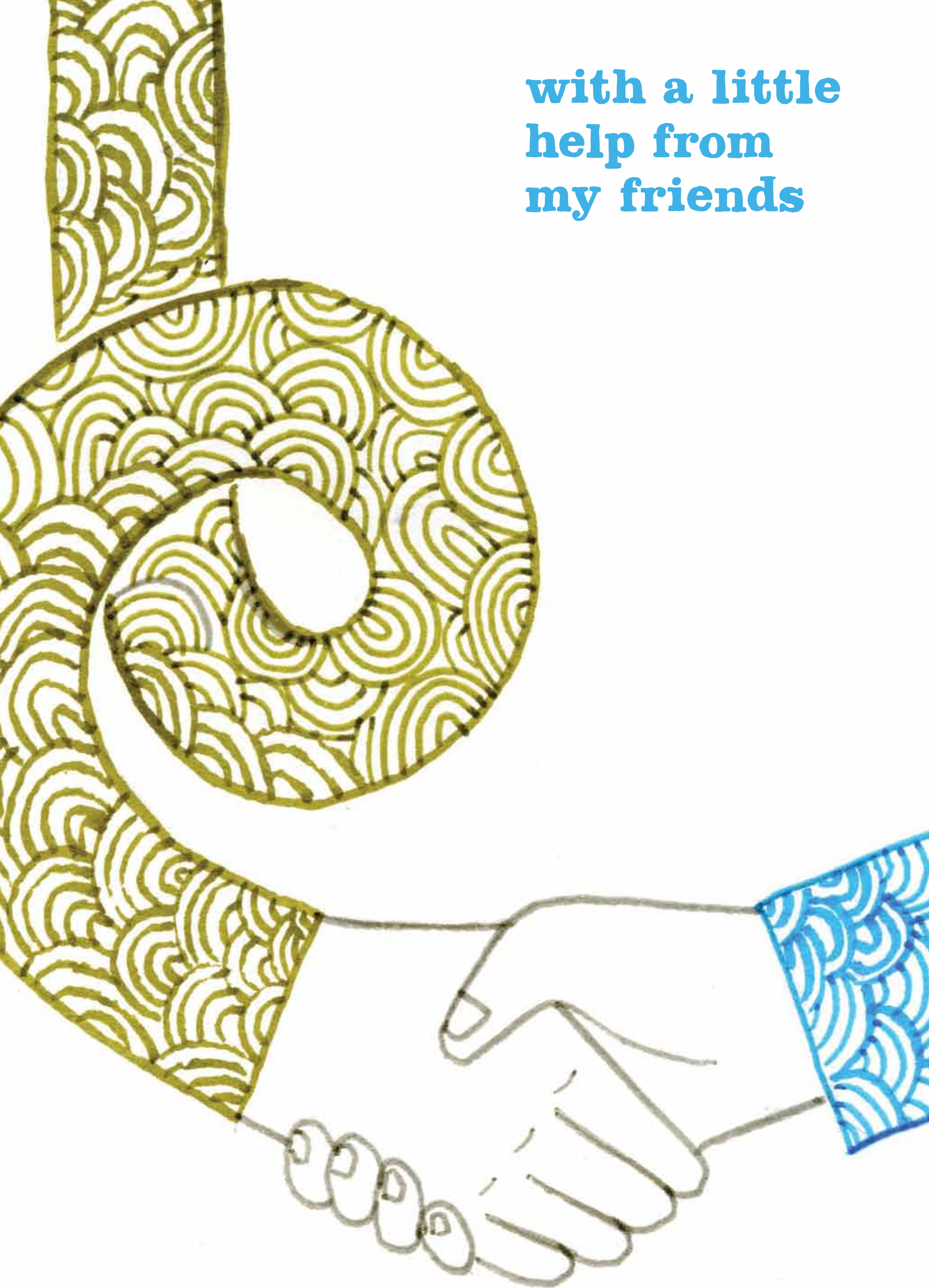


**engendering a sense of security is a vital aspect of community building**





**with a little  
help from  
my friends**

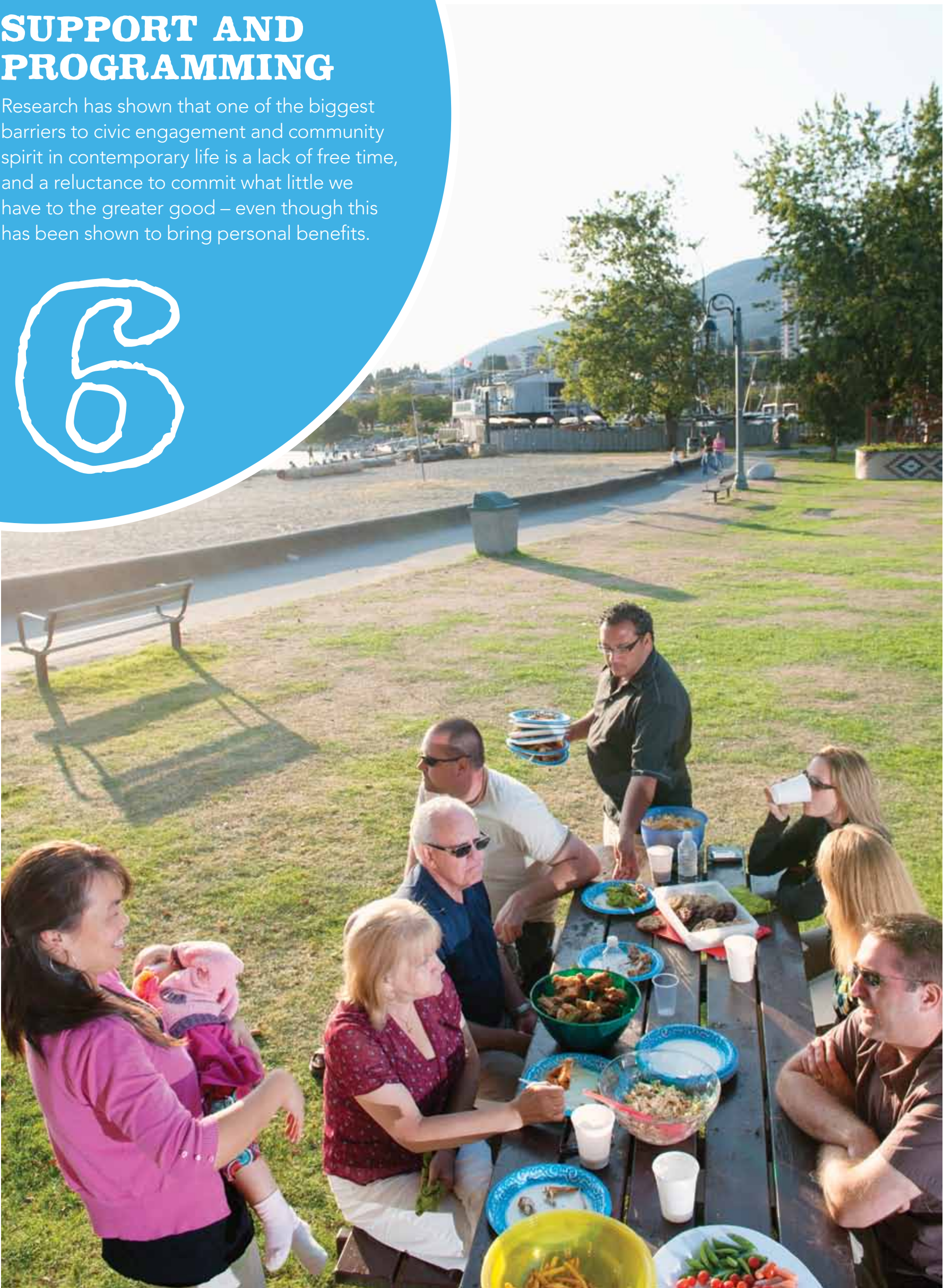




# SUPPORT AND PROGRAMMING

Research has shown that one of the biggest barriers to civic engagement and community spirit in contemporary life is a lack of free time, and a reluctance to commit what little we have to the greater good – even though this has been shown to bring personal benefits.

6







# help resident groups devise, organise and run a programme of community events

## THE COMMUNITY SUPPORT TEAM (CST) WILL PROVIDE THE FOLLOWING SERVICES:

- Help resident groups devise, organize and run a comprehensive programme of community events, designed to bring people together in shared celebrations such as Christmas; but as part of a year-round schedule including summer fetes, barbecues, or seasonal festivals like Eid, Thanksgiving, Bonfire Night or Halloween. These will be co-funded by the BPS shareholders to a budget advised on an annual basis.
- Assist in the initial setting up, development and management of resident clubs and social groups with the intention they become self-run within 2 years – while continuing to provide support on request. Aimed at stimulating communities of ‘shared interest’ these would be based around family orientated initiatives such as toddler groups or homework clubs, physical activities like yoga, dance

classes or team sports, and cultural interests – for instance book clubs, art classes or wine tasting.

- Support faith, by providing facilities for collective worship and individual reflection, and facilitating activities that allow religious groups to both celebrate and communicate what is special about their culture and belief system.
- Help residents procure services for minor works such as fitting a new washing machine or making a piece of furniture, and use this as an opportunity to build relationships with local businesses, service providers or craftsmen.
- Support third party organisations in the local area that strengthen community ties, especially those with open access policies such as Scouts, Girl Guides, Police Cadets and volunteer groups.



## NETWORKING PLAY SPACE

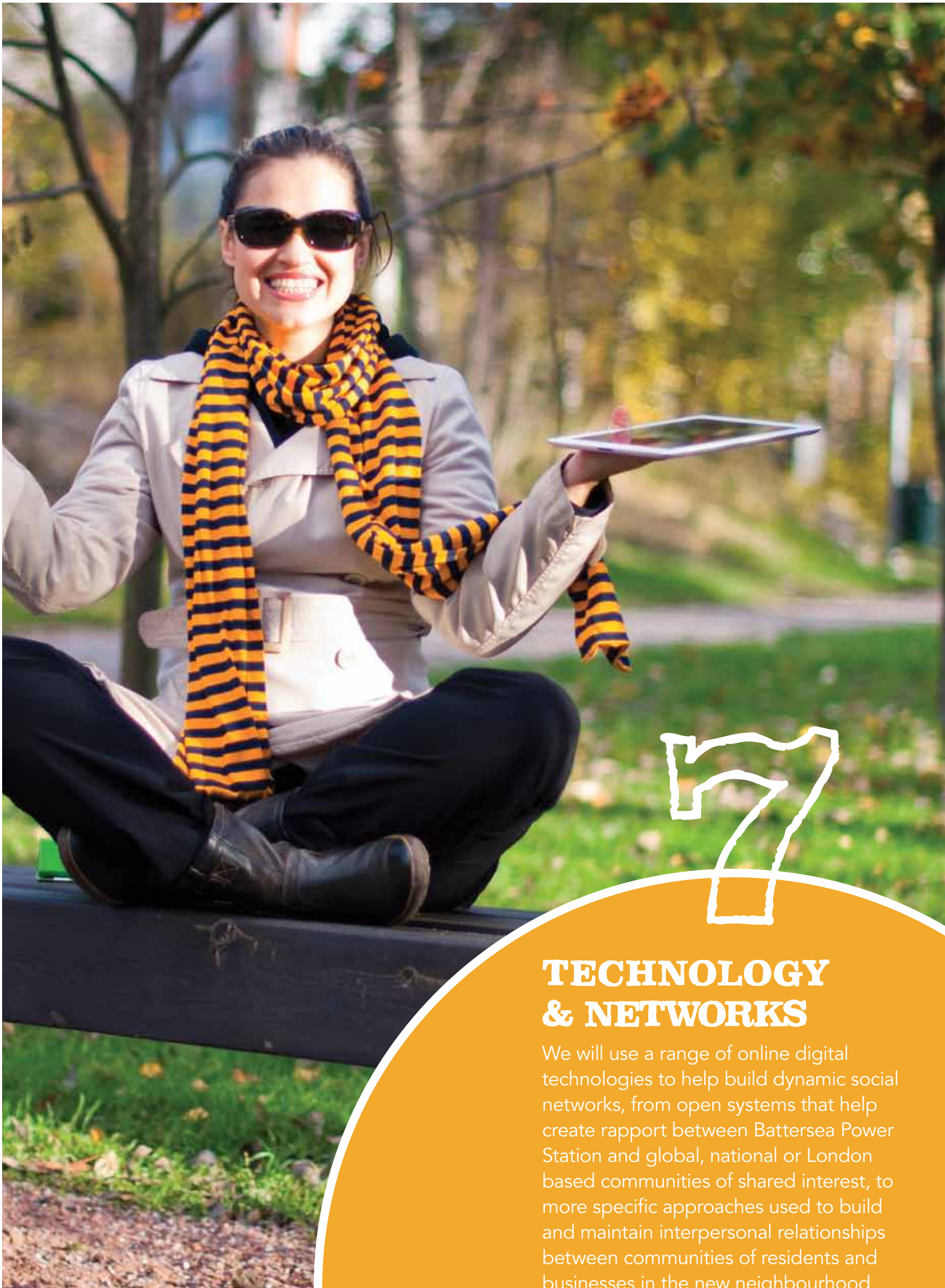




**send &  
receive**







## TECHNOLOGY & NETWORKS

We will use a range of online digital technologies to help build dynamic social networks, from open systems that help create rapport between Battersea Power Station and global, national or London based communities of shared interest, to more specific approaches used to build and maintain interpersonal relationships between communities of residents and businesses in the new neighbourhood.



we will use a range of online digital technologies to help build dynamic social networks



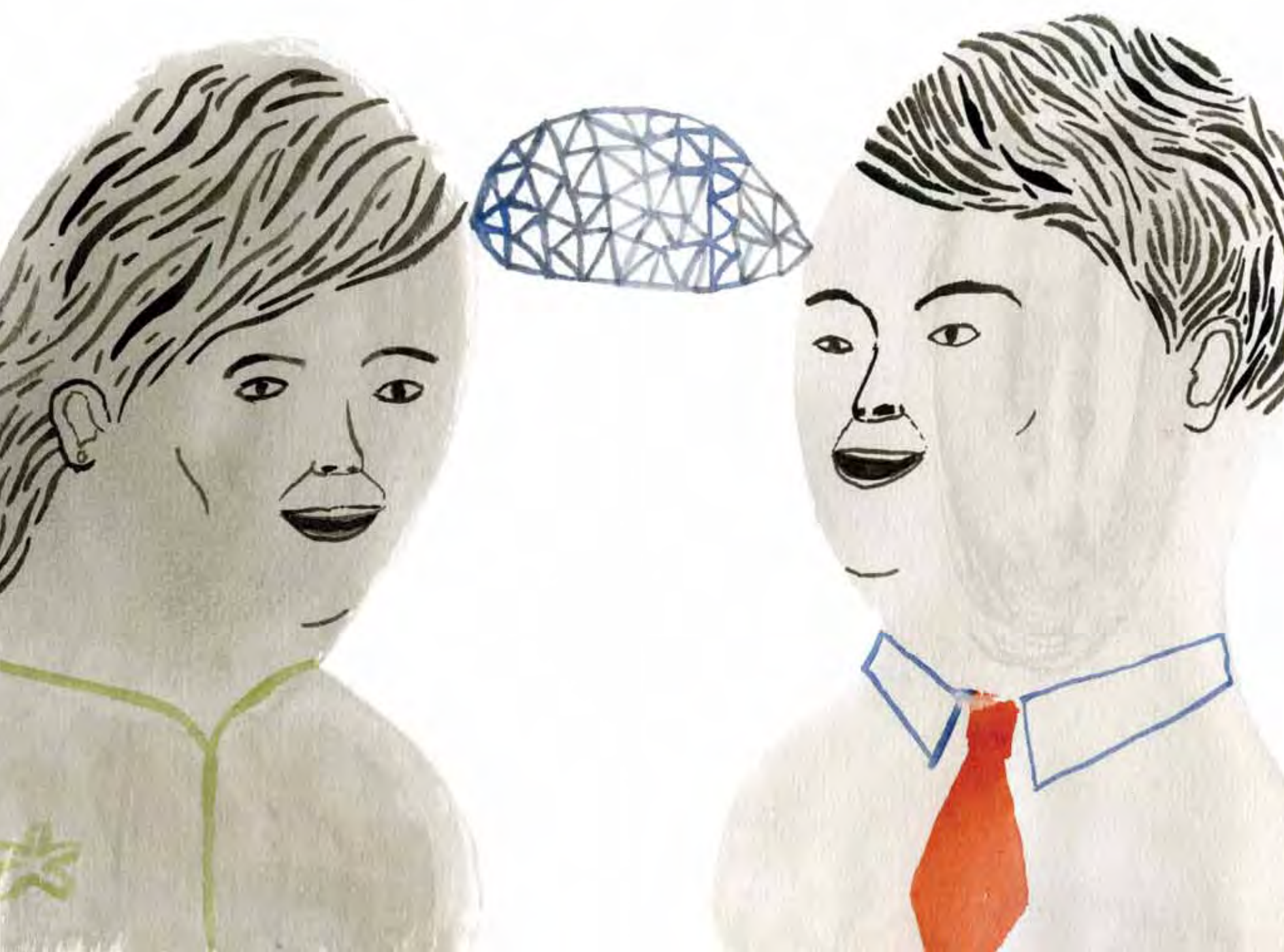
TO THIS END, BATTERSEA POWER STATION WILL:

- Develop a comprehensive place website for the Power Station publicising a calendar of events such as festivals, markets, concerts, conferences, fashion shows, exhibitions and performances. Link these to social networks to allow the creation of online communities around shared interests, and facilitate interactions with organisers and participants.
- Use the BPS Social Network as a channel for disseminating information regarding management of the local neighbourhood and support dialogue and feedback on key issues affecting residents (see also Governance).
- Use technology to connect residents, creating an online platform for informal citizen-to-citizen interaction within the Power Station neighbourhood.
- Develop specific areas of the Network for use by resident's social clubs and societies to communicate with members and publicise activities.
- Create community notice boards for Battersea Power Station residents – allowing sale or exchange of small items, request for help or volunteering, job opportunities, offer of services, or other items traditionally found in the classified sections of local newspapers.
- Build into the Network opportunities for proactive relationship building between retailers, restaurateurs and cultural providers with local residents informing them of special events and promotions that develop habitual usage, personal relationships and aid development of a valued 'regular' customer base.





# power share





# 8

## GOVERNANCE

The Battersea Power Station Management and the Community Services Team will empower local residents, office tenants and retail occupiers to influence decisions affecting the day-to-day operation of the site, engendering a sense of ownership, and a role in the stewardship of their own neighbourhood.





# LISTEN TO THE PLACE

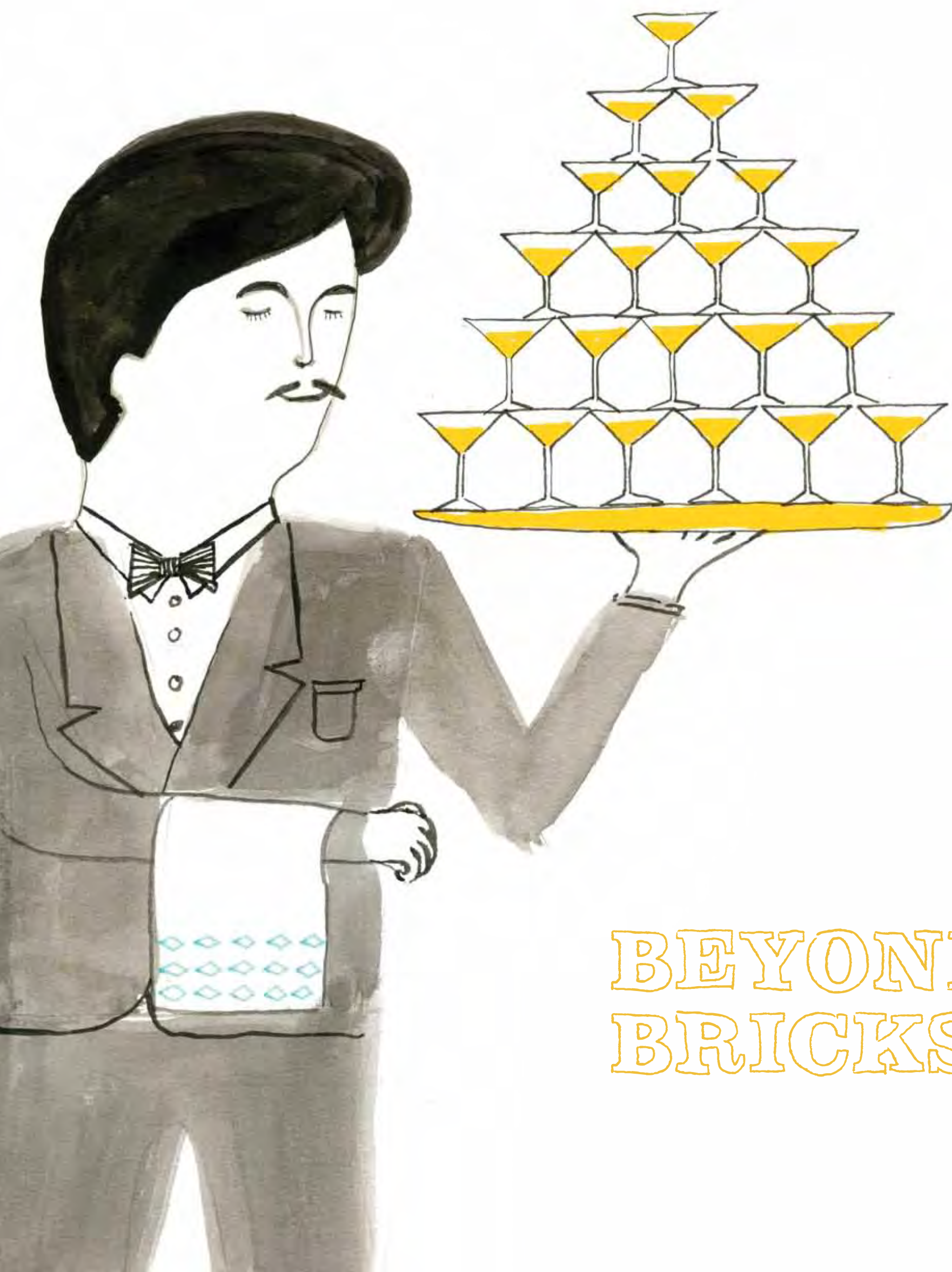


## THIS WILL BE ACHIEVED THROUGH THE FOLLOWING ACTIONS:

- Set up resident and occupier committees allowing them to influence and participate in neighbourhood affairs and management, advising on specific areas of interest such as environmental policy, cultural programming, community liaison and other issues as requested.
- Create a forum in which residents and visitors are given the opportunity to put forward new ideas or suggestions to the BPS Management to optimise community or public facilities and services.
- Ensure all issues arising, and decisions affecting the community are recorded and communicated in a transparent manner through regular newsletters and/or digital channels, that include opportunities for feedback or continued discussion.
- Provide direct channels of access to Power Station management and security teams, for members of the community to report maintenance issues, anti-social behaviour, littering, alarms or safety concerns.

**we will empower local residents, office tenants and retail occupiers to influence decisions affecting the day-to-day operation of the site**





BEYOND  
BRICKS



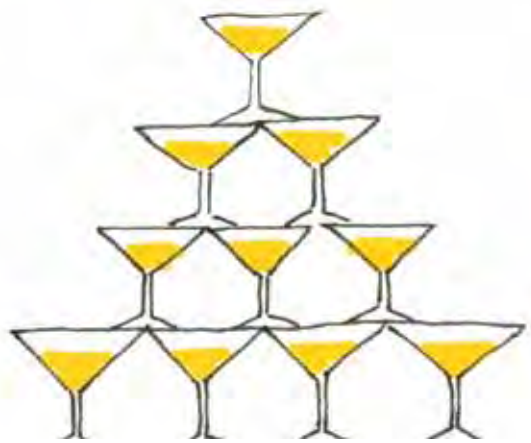
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# SOCIAL CAPITAL

The goal of the Community Charter is to significantly increase the Social Capital of individuals living and working at the Power Station. By increasing social interaction and participation in civil society, and enhancing human networks, individuals increase influence and effectiveness, social mobility, life and employment opportunities, pay and promotion, and widen friendship groups. Studies by Harvard University and the University of Chicago have shown that these factors increase quality of life, health and happiness.





# increase social interaction and participation in civil society



## TO DELIVER ON THIS OBJECTIVE WE WILL UNDERTAKE THE FOLLOWING STRATEGY:

- Undertake an initial benchmarking exercise following the occupation of Phase One with the initial value of the BPS Social Capital measured by using agreed international methods adopted by the Office for National Statistics, addressing issues such as level of trust, membership of clubs and societies and the strength of social networks.
- Monitor the growth of social interaction and community development at key stages of the project, using the same methodologies to understand the impacts of community-building initiatives, the provision of new amenities, a growing resident and worker population.
- Share the results of these studies with residents and occupiers, and use them to inform subsequent community-building activities and funding, shifting emphasis from areas that have reached target levels, to those that would benefit from fresh approaches or specific developmental projects.
- Build relationships with similar projects focused on the development of Social Capital in new urban quarters – and share approaches, findings and insights. Introduce new techniques to the Power Station where these have been successfully trialled in other places.
- Seek an academic partner interested in making the emerging community at Battersea Power Station the subject of ongoing study in community development at an international level of research.







# EXISTING COMMUNITIES

The redevelopment of Battersea Power Station will involve over £5 billion of investment, creating an opportunity to fundamentally improve quality of life in existing communities surrounding the site.

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an opportunity to improve quality of life in existing communities surrounding the site



TO ENSURE THE PROJECT DELIVERS THE WIDEST REACHING BENEFITS TO LOCAL PEOPLE WE WILL UNDERTAKE THE FOLLOWING:

- Ensure investment in the redevelopment flows out into surrounding economy by setting up local supply chains for goods and services. This will build on the early successes of Phase One, where the main contractor has already placed contracts worth over £100,000 within the borough, and built strong ties with local business.
- Create jobs for local people, with a special emphasis on providing skill training opportunities for the unemployed youth, helping them create better life circumstances. Deliver this through specific plans carried out during each phase of the development, maximizing benefits from the construction process, and also over the longer term when the new urban quarter is operational.
- Provide new community facilities on site that benefit the wider community including a new Library, Nursery, Health Centre, and a neighbourhood Police Station.
- Deliver more than five hundred affordable homes in different tenures both on the site, and locally within the borough to address local community needs.
- Be welcoming and create a genuine sense of openness – especially in public spaces, where we will host a regular programme of events that encourage participation. A significant proportion of these will be free to ensure people are not excluded due to financial circumstances.
- Support local charities that run programmes of action based on youth training and employment, and projects that aim to reduce crime, and increase community safety in the surrounding areas.
- Invest in the wider environment surrounding the Power Station, including public realm and road improvements on Battersea Park Road and Nine Elms Lane that increase local residents' pride in the place they live.







COLLECTIVELY, THESE AMBITIONS WILL.  
CREATE AN EXTRAORDINARY ENVIRONMENT.  
A FANTASTIC PLACE TO LIVE, WORK AND PLAY  
– PULSATING WITH ENERGY AND LIFE.

# CONCLUSION

The Battersea Power Station shareholders, and BPSDC as Development Manager, are wholly committed to the creation of a great place and this steadfast principle has become the bedrock of all we do.

We have already committed to an extensive mix of both commercial and residential uses not seen anywhere else in the city. We have committed to the support of better infrastructure including the Northern Line Extension. We have committed to the £700m restoration of the historic monument and construction work has commenced. We have committed hundred of millions to UK contractors and we are committed to great architecture having already engaged some of the world's finest practitioners.

Considering the new jobs created, scale of inward investment and the estimated £8bn long-term contribution to public finances, Battersea Power Station supports the UK economy more than any other real estate project.

However, perhaps the most important commitment is to the establishment of a great community through the policies and plans set

out in this Charter. Battersea Power Station will allow people who live or work here to shed the culture of rugged individualism and unite in shared purpose and will. This ambition is reinforced by Battersea Power Station's ongoing policy to offer all new homes for sale to London first, which commenced in January 2013.

Collectively, these ambitions will create an extraordinary environment for residents, workers, local people and visitors unlike any other in London; a fantastic place to live, work and play – pulsating with energy and life. A great community will simply be a great place to be, ensuring our homes will be occupied, businesses will flourish and a new heart for Battersea, and indeed London, will develop and prosper.



# ABOUT US

Builder of Distinction



**S P SETIA BERHAD**

Since its incorporation in 1974, S P Setia has been a household name in Malaysia’s property development industry. The group is recognised as Malaysia’s leading listed real estate player with a portfolio that encompasses new towns, eco sanctuaries, luxury enclaves, high-rise residences, integrated commercial and retail developments.

In 2012, S P Setia was ranked No.1 in The Edge Malaysia Top Property Developers Awards for the 7th time, the only developer to have achieved this feat since the inception of the awards. S P

Setia is also the only Malaysian developer to be recognised five times by the International Real Estate Federation (FIABCI) for three Best Master Plan Developments, one Best Residential (Low-Rise) Development and a Best Purpose-Built/ Specialised Project award.

The Group’s strength lies in its prowess in creating meaningful environments based on its development philosophy of Live Learn Work Play. Having built a solid base in Malaysia, S P Setia began spreading its wings overseas in the last five years and is now in Vietnam, Australia, Singapore, China, Indonesia and the United Kingdom.



**Property**

**SIME DARBY PROPERTY**

Sime Darby is a Malaysia-based, diversified multinational involved in key growth sectors, namely plantations, property, motors, industrial equipment, energy & utilities and healthcare. Founded in 1910, its business divisions seek to create positive benefits in the economy, environment and society where it has a presence. With a workforce of over 100,000 employees in over 20 countries, Sime Darby is committed to building a sustainable future for all its stakeholders.

Sime Darby Property, the property arm of Sime Darby, is an established integrated property group, focused on becoming the leading developer of sustainable communities, in line with Sime Darby’s brand positioning of developing sustainable futures. The core businesses of the division are property development and property investment. Apart from Malaysia, it has a global reach that encompasses assets and operations in Australia, Singapore, United Kingdom and Vietnam.





**EMPLOYEES  
PROVIDENT FUND**

Set up in 1951, the Employees Provident Fund (EPF) is a social security institution which provides retirement benefits for members through management of their savings in an efficient and reliable manner. Members’ contributions are invested in a number of approved financial instruments to generate income. They include Malaysian Government Securities, Money Market Instruments, Loans & Bonds, Equity, and Real Estate & Infrastructure.

The EPF is also directly involved in financing national infrastructure projects to provide facilities and amenities to the public such as highways and airports. The EPF is Malaysia’s premier retirement savings fund serving more than 13 million members and is ranked among the largest sovereign pension fund in the world.



**BATTERSEA  
POWER STATION  
DEVELOPMENT  
COMPANY LIMITED**

The development will be managed by Battersea Power Station Development Company. A team of leading professionals at BPSDC bring a huge amount of knowledge to the scheme, together with experience of developing large scale developments both in London and around the world. The creation of a multi-functional, mixed-use place that will become an exemplar project in London is the key objective.

This unique UK/Malaysian partnership brings with it the financial strength, expertise and commitment necessary to deliver what is one of London’s most important and iconic development projects that will set new standards for development in the capital. With the backing of Central Government, the Mayor of London, the London Borough of Wandsworth, English Heritage and the Design Council CABE, prospects for the redevelopment of the Power Station have never looked better.







