

SOCIAL VALUE IN PLANNING: EDWARD STREET QUARTER



Social Value remains a relatively new concept to many planning authorities however, for us the consideration of Social Value (SV) is at the heart of the planning system which is fundamentally about the planning and regulation of land to secure the houses and work places a society requires, and as such, operates in the wider public good (i.e. creating social value) rather than that of the private individual or organisation. Research by the British Council of Offices indicates that the potential contribution that a building can make to society is significantly higher where there is a comprehensive social value strategy that covers every stage of the life cycle of that development. The case of the Edward Street Quarter (ESQ) project is a great example of how success can be reached by taking Social Value into consideration in the planning process.

First Base and Patron Capital are proposing a new mixed-use scheme that will deliver 168 new homes, 160,000 sq.ft of offices alongside space for independent coffee shops and restaurants bringing over 2000 jobs into the city and reviving this part of Brighton.

The Social Value Portal

The Social Value Portal is an on-line solution that allows organisations to measure and manage the contribution that their organisation and supply chain makes to society, according to the principles laid out within the Public Services (Social Value) Act 2012. Our solution allows organisations to report both non-financial AND financial data and rewards organisations for doing “more good” in the community.

We can measure environmental, social and economic activities and will help identify and measure the additional Social Value delivered through your project in terms that are meaningful to your customers.

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The Process

Needs Analysis

The Social Value Portal has been working with both First Base and Patron Capital on this project and prepared a Social Value Statement and an Action Plan for Edward Street Quarter.

By conducting a local needs analysis, we have discovered that ESQ sits within Queens Park which is recognised as being in one of the most deprived areas across England (lowest 20%) and as such the community is faced with a wide range of social and economic challenges in terms of poor health outcomes, lack of suitable jobs, low educational attainment and poor environmental conditions.

We identified how the development would dramatically improve the social outcomes of the area by addressing the specific needs of the community by developing an integrated approach to social value creation through the Social Value Measurement (TOMs) Framework.

Community Consultation

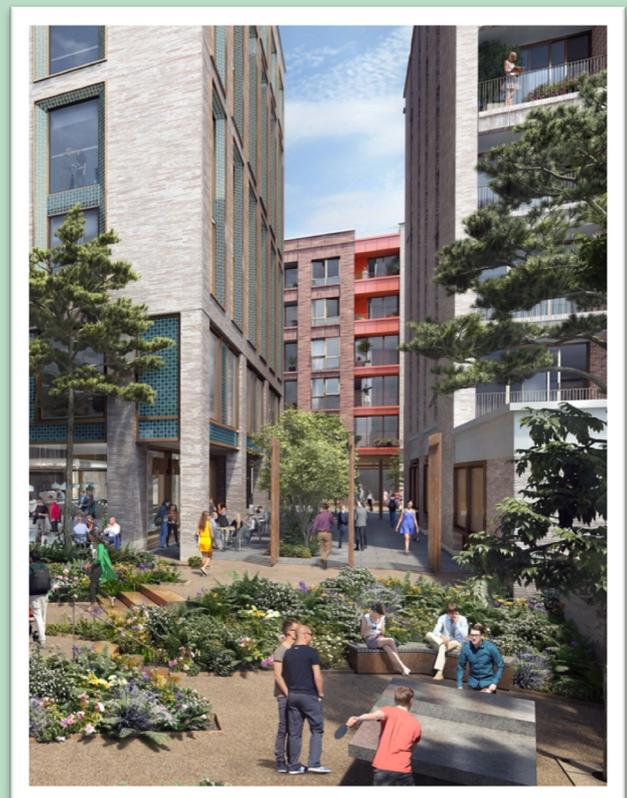
ESQ have also undertaken extensive and exhaustive pre-submission consultation with local residents, community groups and local elected representatives, making sure their needs were considered. This has centred around four public consultation events, with the first one in early October 2017 setting out the initial vision, a second session in November 2017 setting out the initial proposals. A third session was held at Carlton Hill School as part of their Winter Fair in early December 2017, and the last session took place on 24th January this year. This sought to present to the local community the final proposals. With almost 250 local residents attending the four events, there is a strong consensus that the site needs to be redeveloped, and that these mixed-use proposals broadly match their aspirations for its regeneration.

Patron Capital

Established in 1999, Patron Capital Partners has evolved into one of the leading opportunistic real estate managers in Europe. Patron has a long track record of building value through the repositioning, redevelopment and intensive management of real estate assets and operational improvement of corporate entities and of successfully realising this value at exit. Patron Capital believes that it is important as a responsible investor to understand what effect its investments have on society as a whole. It has set itself the target of assessing the social impact of all of its investments, along with the ESQ project.

First Base

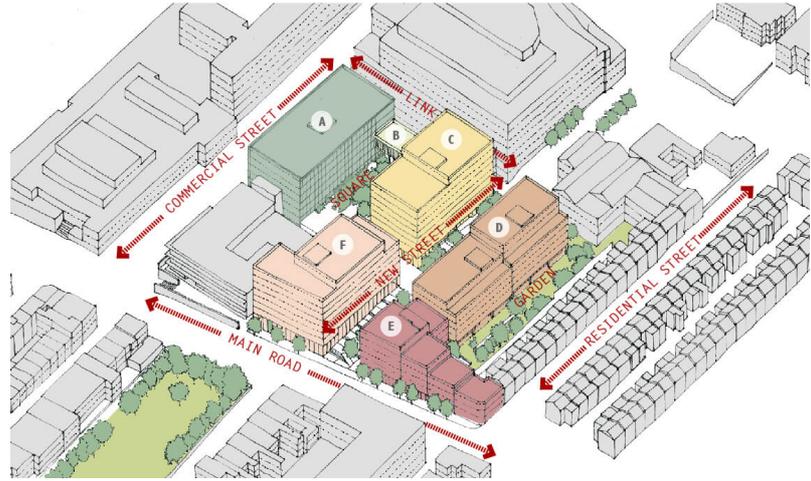
First Base is a privately-owned mixed-use developer specialising in major urban renewal and placemaking, particularly in partnership with the public sector. First Base and its Directors have helped shape some of London's most complex regeneration projects at Stratford, Earl's Court, Greenwich, Elephant and Castle and most recently Silvertown, where the company achieved London's largest ever planning consent comprising 7.2 million sq ft.



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Considering local policies, local needs and community consultation, we have calculated the added Social Value ESQ will create at the different stages of development. Our analysis shows that over 2 years of construction and 20 years of responsible occupation that the total additional social value created by the development could be as high as £0.4bn or over 600% of the original construction costs.

Due to the detailed and elaborate Social Value analysis and Action Plan, developed by the Social Value Portal, Brighton & Hove City Council has now approved plans for ESQ Ltd. The development by ESQ Ltd will of course bring new jobs and opportunities to the area, but as we have shown, the development has the potential to catalyse significantly greater improvements to the local area in terms of jobs and skills, support for local businesses and SMEs, support for the local community and environmental improvements by developing and implementing a coherent and holistic Social Value Strategy.



Development stages across the life cycle of ESQ Ltd.

Stage 1 - Design for Social Value: Design initiatives taken to ensure that the project is designed to maximise the opportunities for social interaction and value creation

Stage 2 - Construction: During design and construction including the contribution of ESQ Ltd.'s supply chain.

Stage 3 - Building Management: Through how ESQ Ltd manage the development after occupation.

Stage 4 - In Use: Through how we engage and unlock the potential contribution that our business occupiers and our residents can bring to the community.

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