

Unlocking Social Value alongside First Base



First Base endeavours to integrate social value throughout the lifecycle of their developments, starting with the planning application through to the delivery and management of the site. The Social Value Portal works alongside First Base to develop coherent social value strategies for their developments, including projects such as Edward Street Quarter (ESQ) in Brighton and The Soapworks in Bristol. The process below outlines how social value is integrated into the planning process.

Social value

is the golden thread to maximising outcomes through the development



Local Needs Analysis

Conducting a local needs analysis is the first step in developing any social value strategy. In Brighton and Bristol it developed our understanding of local policies, key indicators of deprivation and potential community partnerships. Around the Soapworks site this highlighted the importance of supporting and partnering with BAME and immigrant communities. For ESQ, the needs analysis highlighted challenges faced by the community such as poor health outcomes and a lack of suitable jobs.

Community Consultation

Extensive community consultation was conducted at both ESQ and the Soapworks. The Social Value Portal was able to support this process by attending events and speaking to stakeholders about their needs as well as meeting with councillors and community leaders about social value. The information collected during these sessions helped to inform the social value strategy for the development.



Driving the strategy to action



Social Value Action Plan

The needs and opportunities identified through the needs analysis and consultation are mapped against the measurement framework for the site. For the Soapworks, the Social Value Portal was able to use the measurement framework developed for Bristol City Council to ensure targets were aligned with the priorities of the local area.

Targets were set for the construction, estate management and occupation phases to understand how much social and local economic value could be generated through implementing the social value strategy for the development.



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Social Value Planning Statement

The statement brings the action plan to life by describing commitments made by First Base and the steps they will undertake to promote a sustainable supply chain. It brings together the needs identified with specific interventions that can be supported through community partnerships. This is then submitted with the planning application.

Delivering social value through the development lifecycle

The social value strategies for these developments do not end when planning is approved. The following stages outline how First Base and their construction and estate management partners look to maximise social value through the delivery of the site.

Stage 1 - Design

Design initiatives which ensure that the project is designed to maximise the opportunities for social interaction and value creation.

Stage 2 - Construction

In ESQ, First Base have already appointed a construction partner who are committed to measuring their social value through our online Portal.

Stage 3 - Estate Management

First Base are committed to working with estate management partners who are dedicated to adding social value for local people.

Stage 4 - In Use

First Base and their partners are committed to engaging and unlocking the potential contribution that business occupiers and residents can bring to the community.



"For First Base, embedding an approach to social value from the outset of any project is fundamental.

Developing a Social Value Strategy for our planning applications is the best way to ensure that we can maximise the social, economic and environmental value generated throughout the lifecycle of our developments. It is important to us that any social value delivered is tangible, needs-based and developed in collaboration with communities.

That is why we are committed to adopting the Social Value Portal's approach on all major developments."

Liam Ronan-Chlond

Stakeholder & External Relations, First Base

Edward Street Quarter, Brighton



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Social Value Portal is the market leader in social value measurement using our online platform and the National Social Value Measurement Framework, which is endorsed by the Local Government Association and widely used across the public and private sectors

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