



The webinar will commence shortly

14:00 BST Tuesday July 14th



SVP WEBINAR

Social Value Real in Estate Part 1: Planning

14:00 BST Tuesday July 14th

Still to come this month...

**Time to Act:
Delivering Social Value after
COVID-19**
A North West Webinar
14.00 Wednesday July 22nd



SVP WEBINAR
Climate Emergency
14:00 Monday July 27th

Also this Summer...

**Recovery TOMs
Consultation**



Content

Welcome and Overview

Guy Battle



Introductions

Guy Battle

Setting the scene

Ailish Ryan



Maximising the (social Value) of development

Liam Ronan-Chlond

Integrating social value into planning

Anna McChesney Gordon



Panel Discussion

Q&A

FIRST BASE

Social Value Portal

The Social Value Portal is the market leader in social value measurement and reporting.
Our management tool helps organisations calculate their social value in terms of environmental, social and economic contributions.
We want to help you to measure, manage and maximise your broader contribution to society.

MEASUREMENT

A nationally approved accounting methodology for measuring social value in terms of economic, environmental and social impact

PROCUREMENT

A procurement platform for social value to help organisations manage the tender process and to unlock social value in the supply chain

CONTRACT MANAGEMENT

An interactive solution designed to help organisations set targets and manage performance and store evidence

REPORTING

Live reporting with interactive dashboards and displays including geospatial mapping of value by area



The TOMs are mapped against the Global Goals



THE GLOBAL GOALS
For Sustainable Development

What have we delivered to date?

The additional value created for communities through the social, economic and environmental initiatives an organisation takes or delivers through its projects

£13.8bn

Total value of contracts through portal to date

£2.1bn

Total local spend

705,000

Total no. volunteering hours unlocked

1,480

Total no. jobs registered for disadvantaged people

+25%

Average % social value delivered across public sector procurements

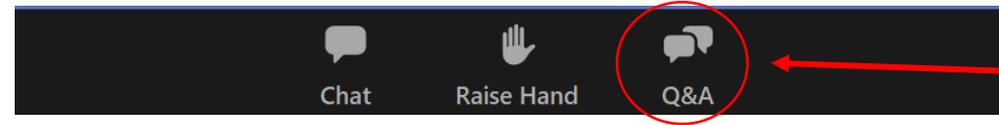
1,597

Total number of projects under management

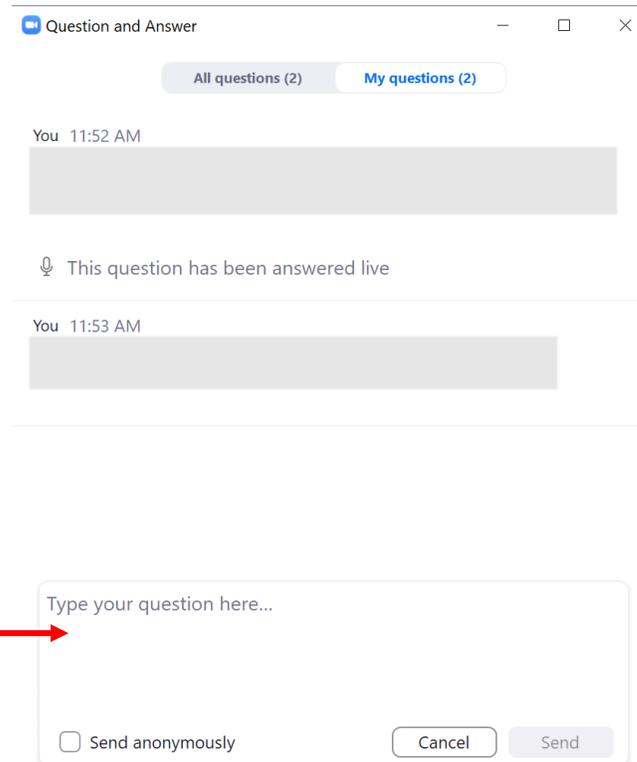


Q4 2019

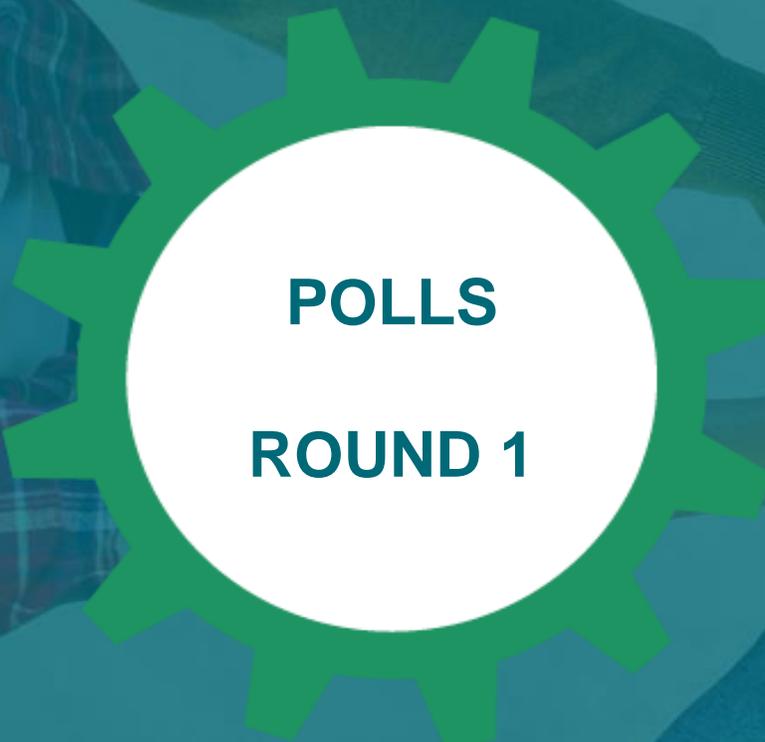
How and ask a Question



1. Click to access the Q&A window



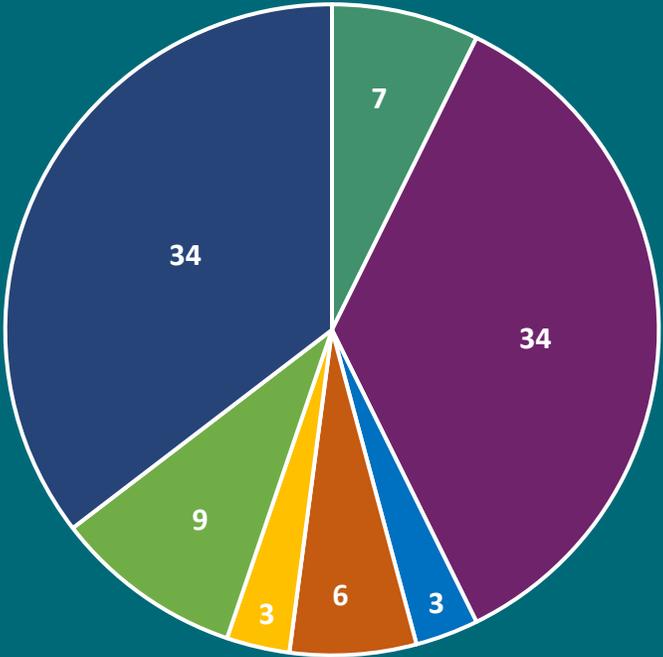
2. Enter your question here



POLLS
ROUND 1

1. What sector are you from? (one answer only)
2. Do you think social value should be integrated into the planning process? (one answer only)
3. What are the biggest challenges of integrating social value into planning? (multiple choice)
4. Do you know any councils that have already included social value into their local planning requirement?
5. Are you aware that the National TOMs can be used for planning?

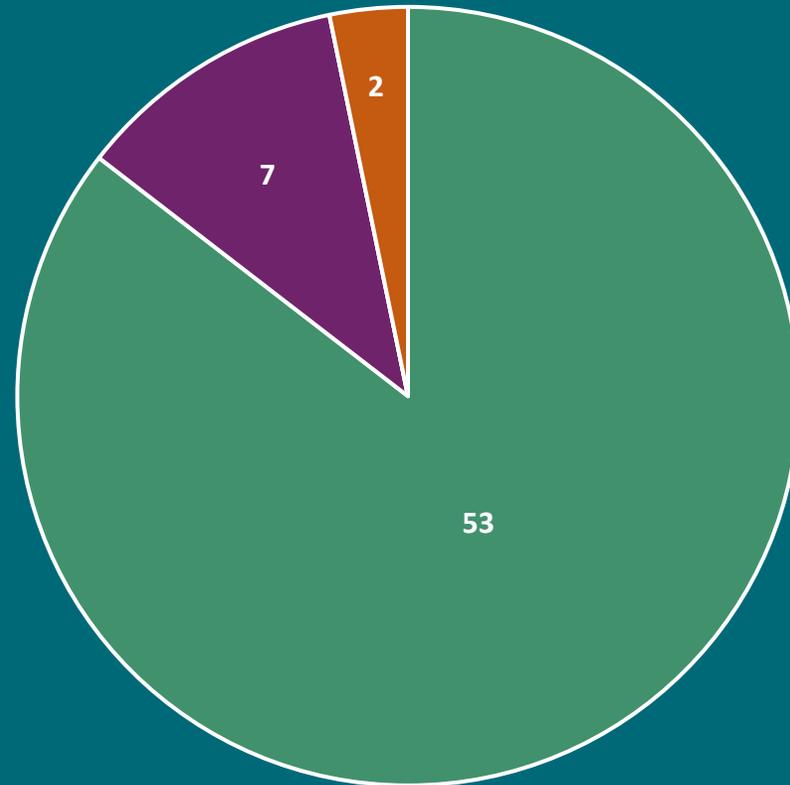
1. What Sector are you from?



- Public - Planning
- Public - Other
- Real Estate - Development
- Real Estate - Construction
- Real Estate - Investment/Asset owner or manager
- Real Estate - Professional consultant
- Private - other

62 responses

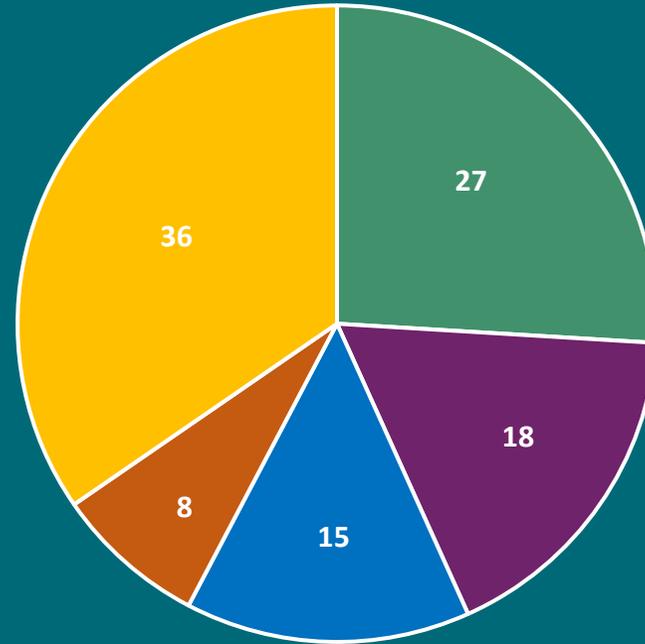
2. Do you think social value should be integrated into the planning process?



- Yes, it makes total sense to do this somehow
- Possibly but not sure what it actually means
- No, bad idea
- Not sure at the moment

62 responses

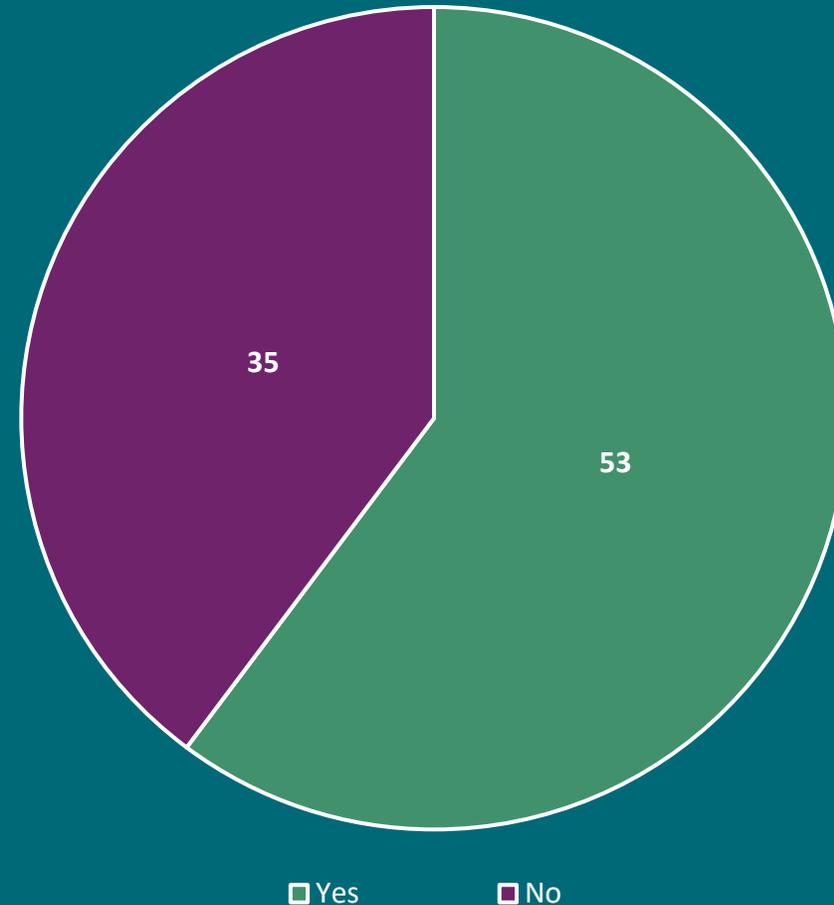
3. What are the biggest challenges of integrating social value into planning?



- I am concerned about viability and impact on costs
- I am worried about planners taking advantage
- I am worried about developers taking advantage
- I am worried that s106 contributions will disappear or be negotiated downwards
- I am concerned about consistency of measurement

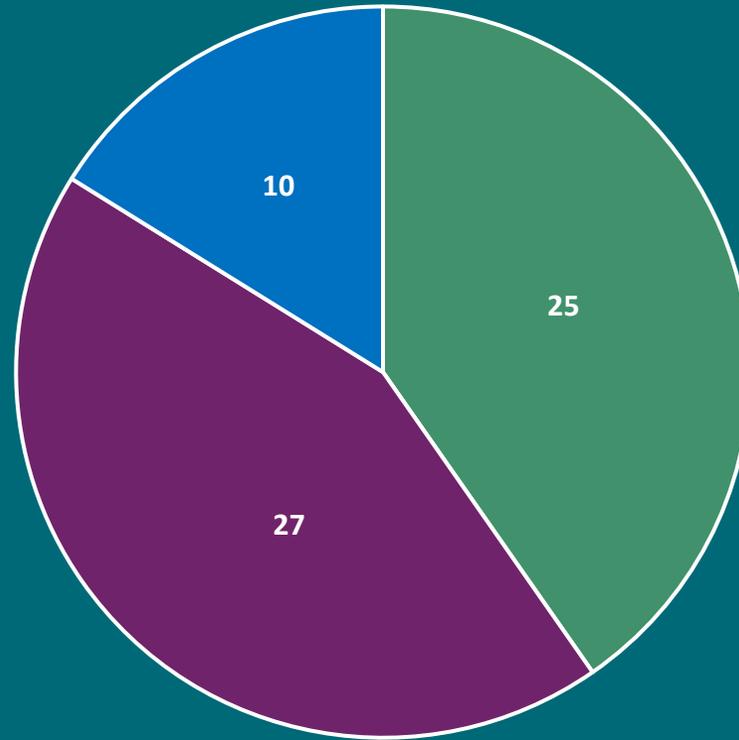
**62 responses
(Multiple Choice)**

4. Do you know of any councils that have already included social value into their local planning requirements?



62 responses

5. Are you aware that the National TOMs can be used for planning?



Yes, I knew that

I know about the National TOMs but not sure how they would be used for planning

I have not come across the National TOMs

62 responses

“There is a huge misunderstanding which says that somehow delivering social value involves foregoing a commercial return – that somehow being socially useful or economically useful is a zero-sum game.

This is complete nonsense: the two go hand-in-hand and are mutually reinforcing over any reasonable period of time, and the economically sustainable business is the one that has a relevant, socially useful mission or purpose”

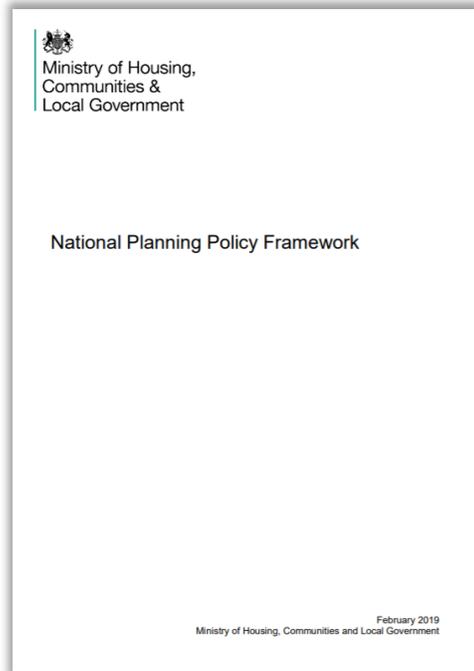
**Nigel Wilson, Chief Executive of Legal & General Group,
speaking at the National Social Value Conference 2020**



245 Hammersmith Road delivers
over +28% social value

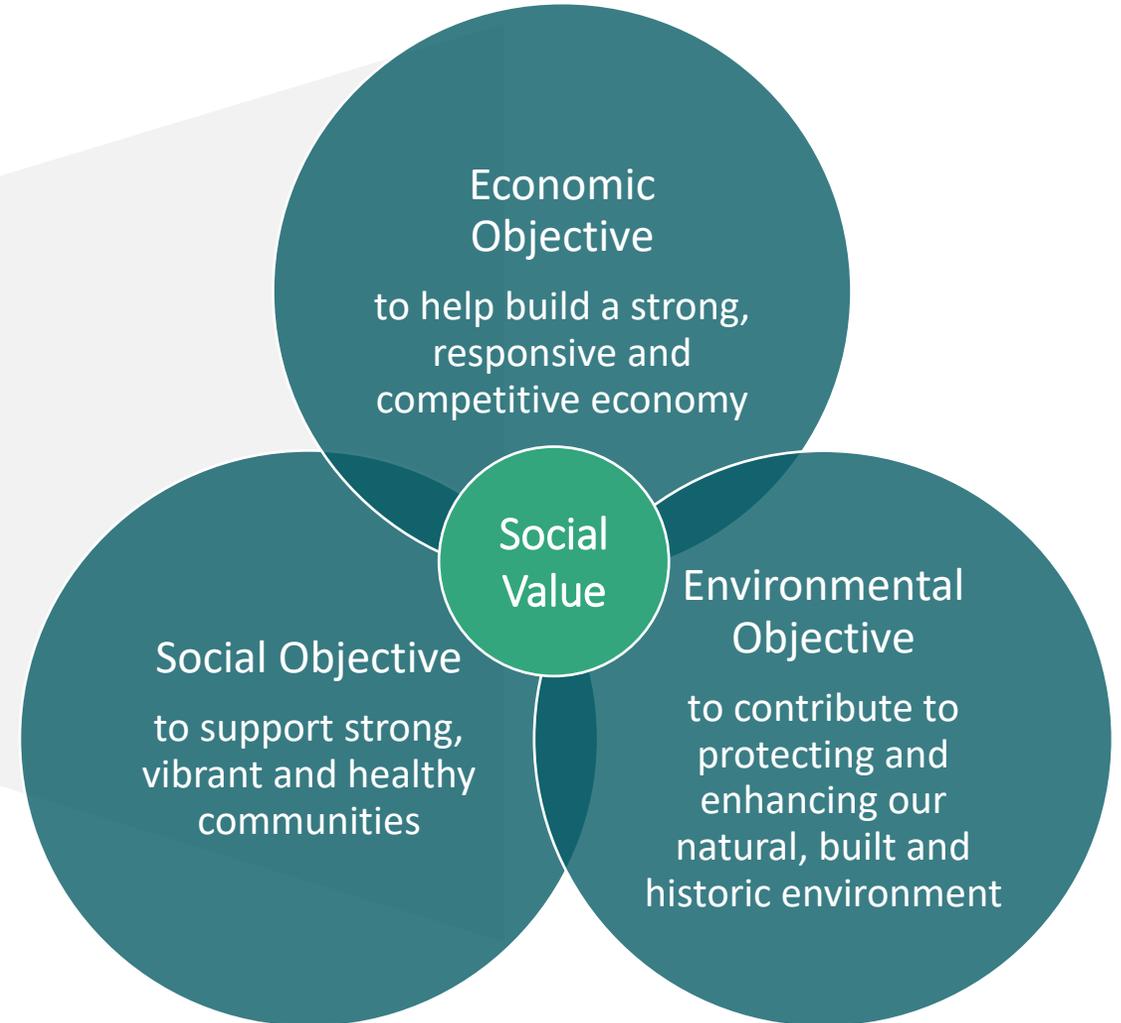
Some Context . . .

“The purpose of the planning system is to contribute to the **achievement of sustainable development**.”



At a very high level, the objective of sustainable development can be summarised as **meeting the needs of the present without compromising the ability of future generations to meet their own needs**”

The planning system has 3 overarching objectives:



But...



2% of the public
trust developers



7% have faith in local
authorities

74% want developers to be held
accountable for what they promise

72% want local authorities to be
held account for what is promised

based on Grosvenor's 2019 research

<https://www.grosvenor.com/our-businesses/grosvenor-britain-ireland/rebuilding-trust>



Your Hosts and Panelists for today



Guy Battle

CEO

The Social Value Portal



Ailish Ryan

Senior Socio-economic Specialist

WSP



Liam Ronan-Chlond

Stakeholder and External Relations Manager

First Base



Anna McChesney-Gordon

Head of Consultancy

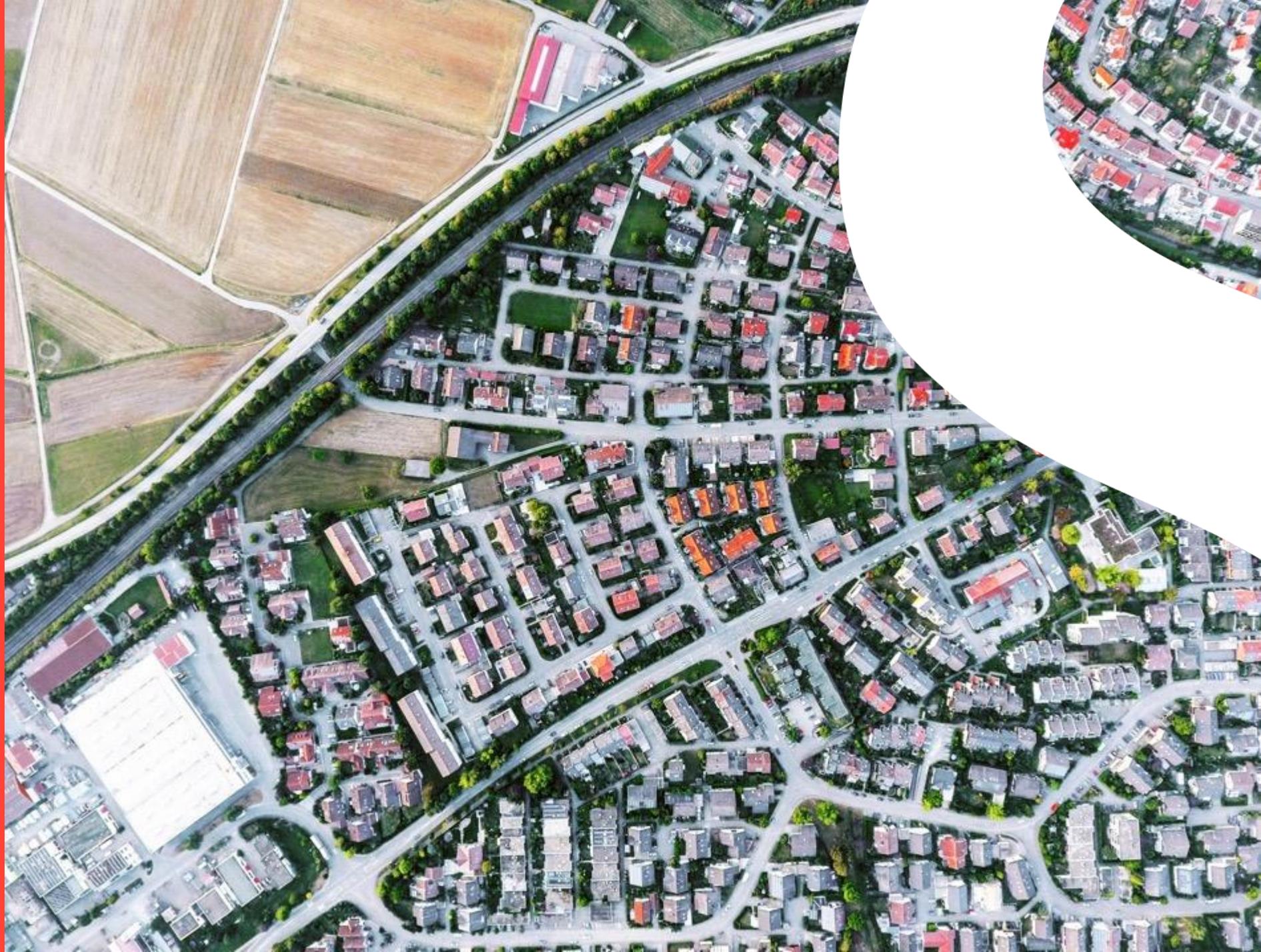
The Social Value Portal

14/07/20

Social Value & Planning

Ailish Ryan

*Senior Socio-economic
Specialist*



Our Services



Stakeholder engagement



Bespoke economic analysis



Socio-economic assessments



Social value



Health and well-being



Equalities assessment



Research and analysis



Planning approvals and consent



Community engagement



Communications

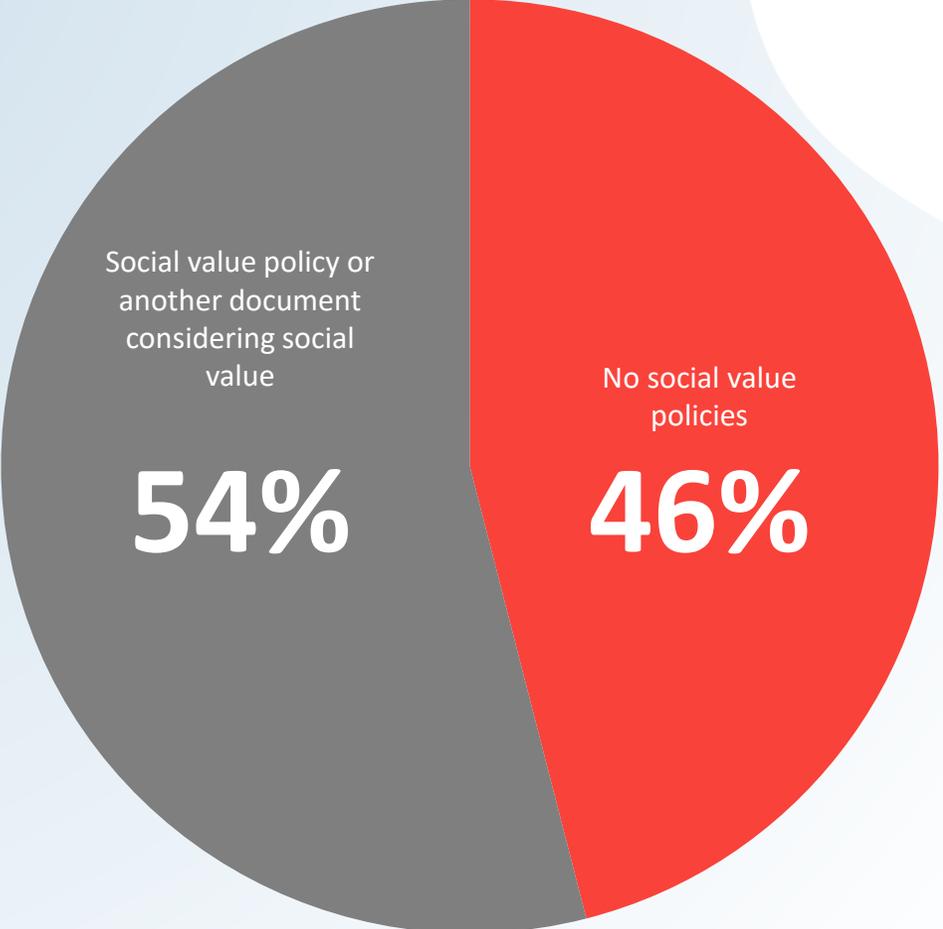


Environmental Impact Assessment



Sustainability appraisal

Local authorities and the consideration of social value



How is social value considered?

184 local authorities are actively incorporating the principles of the Social Value Act



Local authorities linking social value with town planning



How is this being applied?

- Social value policies and strategies with specific clauses relevant to the built environment;
- Sections on social value within Local Plans, along with dedicated Supplementary Planning Documents relating to social value;
- Validation requirements necessitating Social Value Statements; and
- Use of social value assessment by Councils in the review of regeneration options.

1 in 10 local authorities are now actively linking the principles of the Social Value Act with town planning processes

Why is this important?

- Built environment is recognised as having a major impact on society and how people live their lives.
- National Planning Policy Framework (NPPF): *'The purpose of the planning system is to contribute to the achievement of sustainable development'*.
- Joins the dots between procurement and planning in local authorities.

Thank you



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GARDINER-OF-BRISTOL

First Base

Liam Ronan-Chlond,
Social Value Lead



Edward Street Quarter, Brighton : 168 homes and 150,000 sq ft mixed use commercial



Soapworks, Bristol, 166 homes, 158 room aparthotel and 150,000 sq ft mixed use commercial



Vivo, E1, estate regeneration providing 462 homes



Adelaide Wharf, Hackney, 147 homes plus co-working space



KX Nido, Islington, 950 student homes plus co-work & retail space



Highbury Gardens, Islington, 119 homes plus retail

First Base



MEASURE

Local needs,
challenges
and
opportunities

ENGAGE

With the local
community;
face-to-face
and online

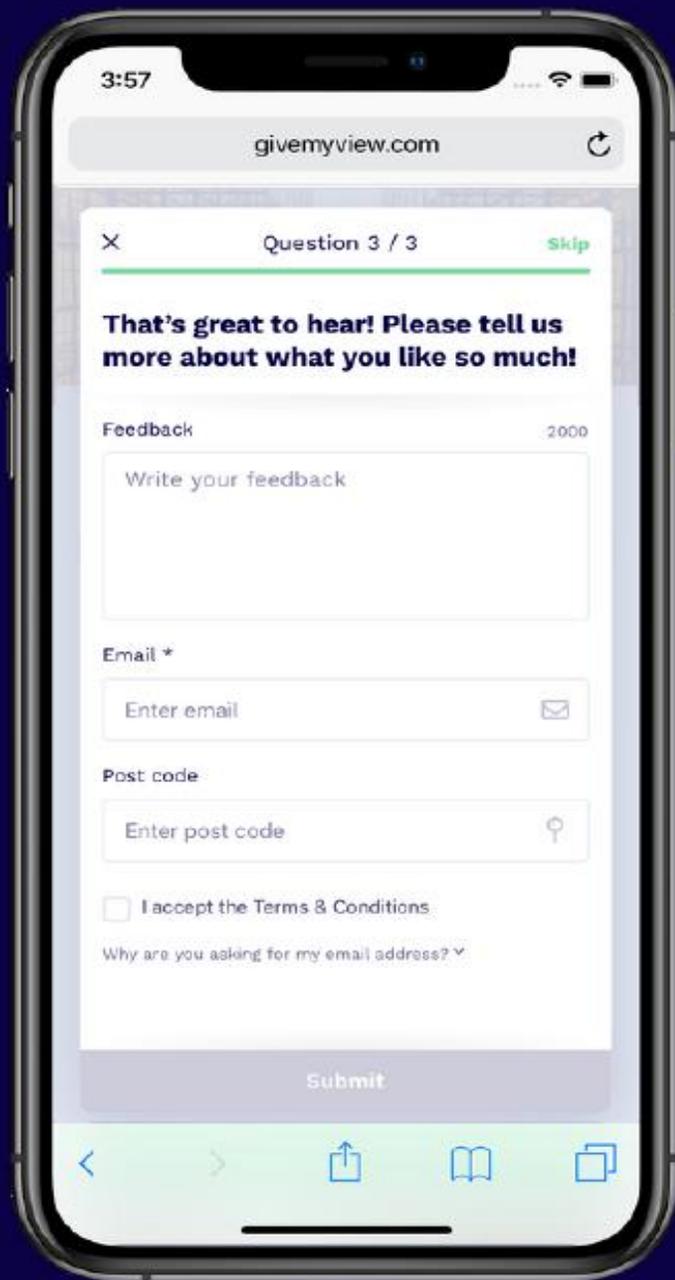
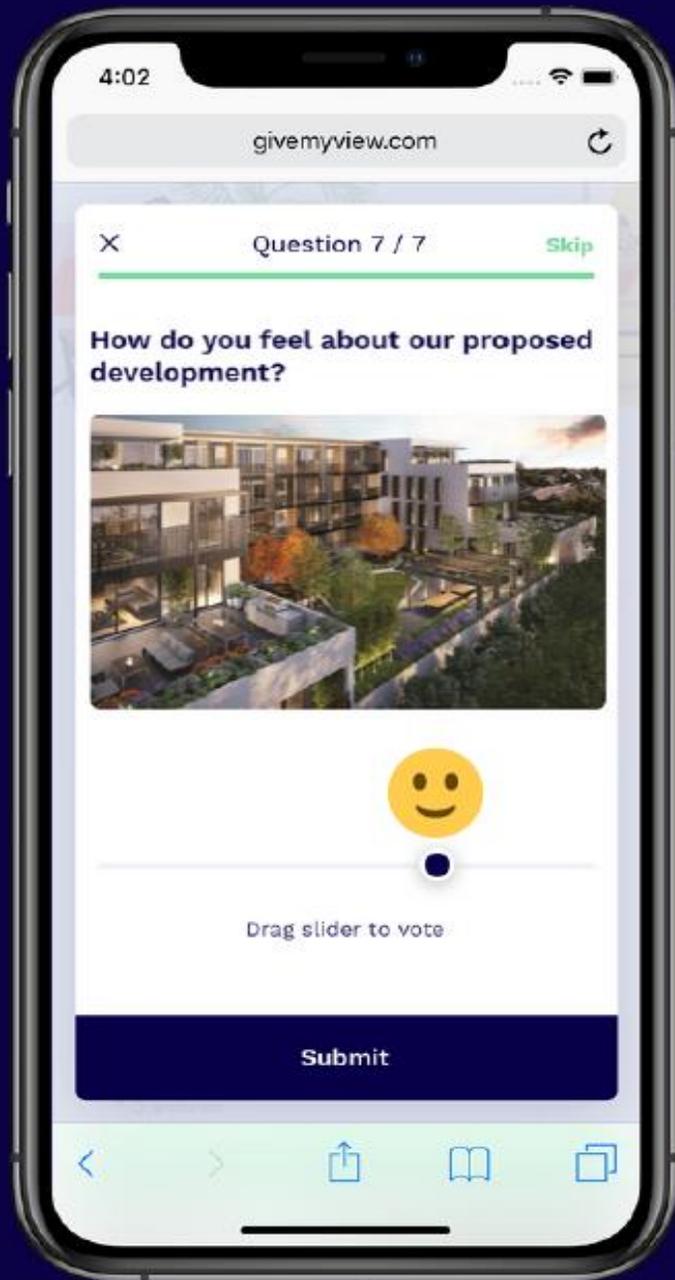
COLLABORATE

Directly with
local
residents,
groups and
businesses

COMMUNICATE

Social,
environmental
and economic
benefits

Community Engagement



Progressive Consultation: Give My View



Soapworks, Bristol



Planning for Social Value at Soapworks



Edward Street Quarter, Brighton

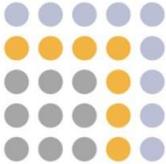




Delivering Social Value at the Edward Street Quarter



Opportunities & Challenges

 1625
INDEPENDENT
PEOPLE



GARDINER OF BRISTOL

Social Value Portal

Liam Ronan-Chlond,
Social Value Lead
First Base

Maximising social value for local communities

14th JULY 2020

Anna McChesney-Gordon
Head of Consultancy



THE
SOCIAL
VALUE
PORTAL

SVP's Approach – Developing a Social Value Strategy

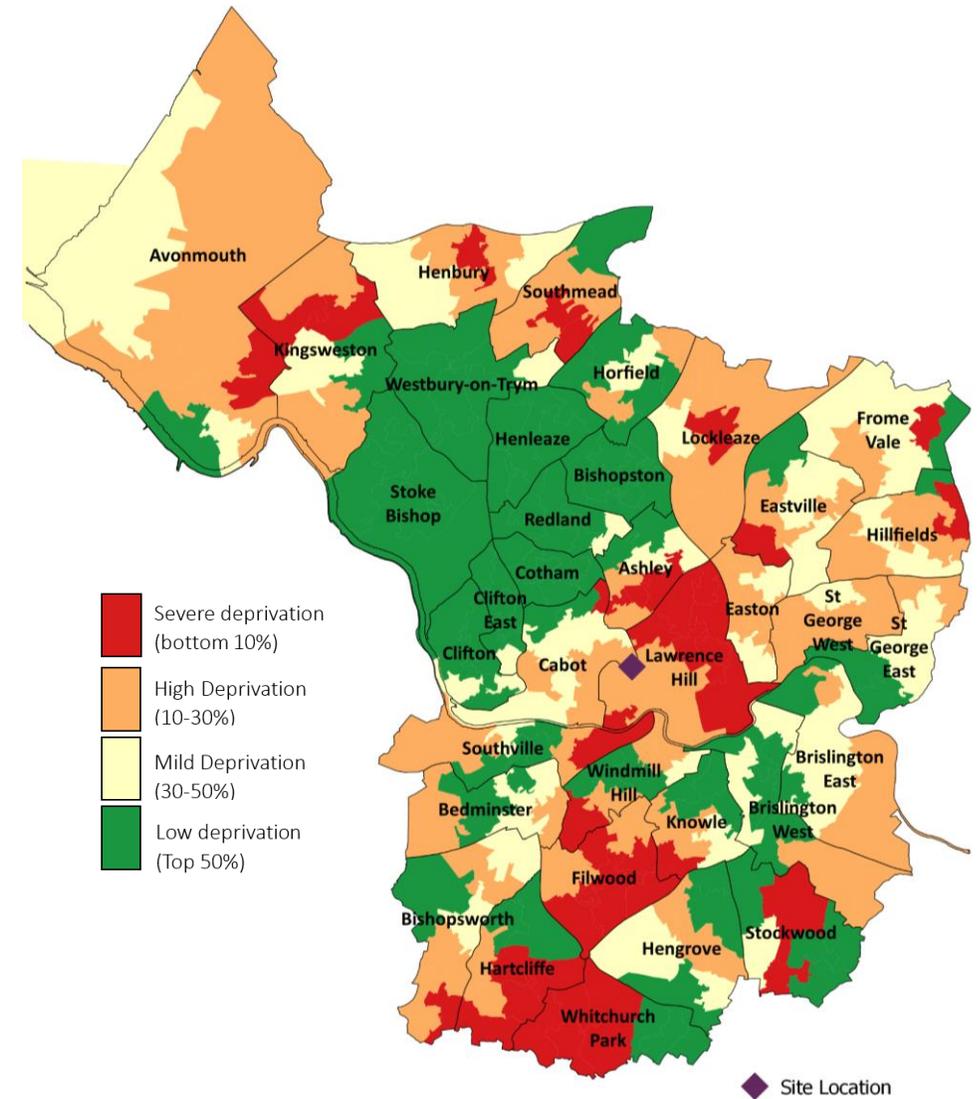
The Social Value Strategy is **the golden thread** to maximising benefits throughout the lifecycle of the development



Four Key Stages



STEP 1: Understanding the Need – Desktop Research



STEP 2: Place-based Strategy - Bespoke TOMs Framework

Theme	Outcomes	Ref	Measures	Proxy	Community Partners & Initiatives
Jobs: Promote Local Skills and Employment	More local people in employment	NT1	No. of local direct employees (FTE) hired or retained (for re-tendered contracts) on contract for one year or the whole duration of the contract, whichever is shorter	£30,353.00	
		NT2	Percentage of local employees (FTE) on contract		
	More opportunities for disadvantaged people	NT3	No. of employees (FTE) hired on the contract who are long term unemployed		
		NT4	No. of employees (FTE) hired on the contract who are Not in Employment, Education or Training		
	Improved skills	NT8	No. of staff hours spent on local school and college visits e.g. delivering careers advice		
		NT9	No. of weeks of training opportunities on the contract (BTEC, City & Guilds, etc.)		
Improved employability of young people	NT11	No. of hours dedicated to support young people into work (e.g. CV advice, mock interviews, careers guidance) - (under 24 y.o.)		£125.62	
	NT12	No. of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid)		£158.23	
Growth: Supporting Growth of Responsible Regional Business	More opportunities for local MSMEs and VCSEs	NT14	Total amount (£) spent with VCSEs within your supply chain	£0.12	
		NT18	Total amount (£) spent in LOCAL supply chain through the contract	£0.75	
	Improving staff wellbeing and mental health	NT20	No. of employees on the contract that have been provided access for at least 12 months to multidimensional wellbeing programmes that include flexible working time arrangements		£124.30
		NT39	Mental Health campaigns for staff on the contract to create community of acceptance, remove stigma around mental health		£1.00
	Reducing inequalities	NT40	Number and type of initiatives to be put in place to reduce the gender pay gap for staff employed in relation to the contract (describe and document initiatives)		£1.00
		NT41	Percentage of staff on contract that is paid at least the relevant Real Living wage as specified by Living Wage foundation		Record only
	Ethical Procurement is promoted	NT22	Percentage of procurement contracts that includes commitments to ethical procurement, including to verify modern slavery and other relevant requirements.		Record only
Social Value embedded in the supply chain	NT23	Percentage of contracts with the supply chain on which Social Value commitments, measurement and monitoring are required		Record only	
Social: Healthier, Safer and more Resilient Communities	Creating a healthier community	NT26	Initiatives taken or supported to engage people in health interventions (e.g. stop smoking, obesity, alcoholism, drugs, etc.) or wellbeing initiatives in the community, including		£1.00
	Vulnerable people are helped to live independently	NT27	Initiatives to be taken to support older, disabled and vulnerable people to build stronger community networks (e.g. befriending schemes, digital inclusion clubs)		£1.00
	More working with the Community	NT28	Donations or in-kind contributions to local community projects (£ & m)		
Environment: Decarbonising and Safeguarding our World	Carbon emissions are reduced	NT31	Savings in CO2 emissions on contract achieved through de-carbonisation		
		NT44	Policy and programme to achieve net zero carbon by 2030 including monitoring and reporting		
	Air pollution is reduced	NT46	Corporate travel schemes available to employees on the contract (subsidised, etc.)		
	Safeguarding the natural environment	NT47	Donations or investments towards expert designed sustainable reform		
	Sustainable Procurement is promoted	NT35	Percentage of procurement contracts that includes sustainable procurement commitments or other relevant requirements and certifications (e.g. to use local produce, re		Record only
Innovation: Promoting Social Innovation	Social innovation to create local skills and employment	NT50	Innovative measures to promote local skills and employment to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aimed		£1.00
	Social innovation to support responsible business	NT51	Innovative measures to promote and support responsible business be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aimed		£1.00
	Social innovation to enable healthier safer and more resilient communities	NT52	Innovative measures to enable healthier, safer and more resilient communities to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities		£1.00
	Social innovation to safeguard the environment and respond to the climate	NT53	Innovative measures to safeguard the environment and respond to the climate emergency to be delivered on the contract - these could be e.g. co-designed with stakeholders		£1.00

Local needs analysis informs which 'Measures' to include that would have the greatest impact

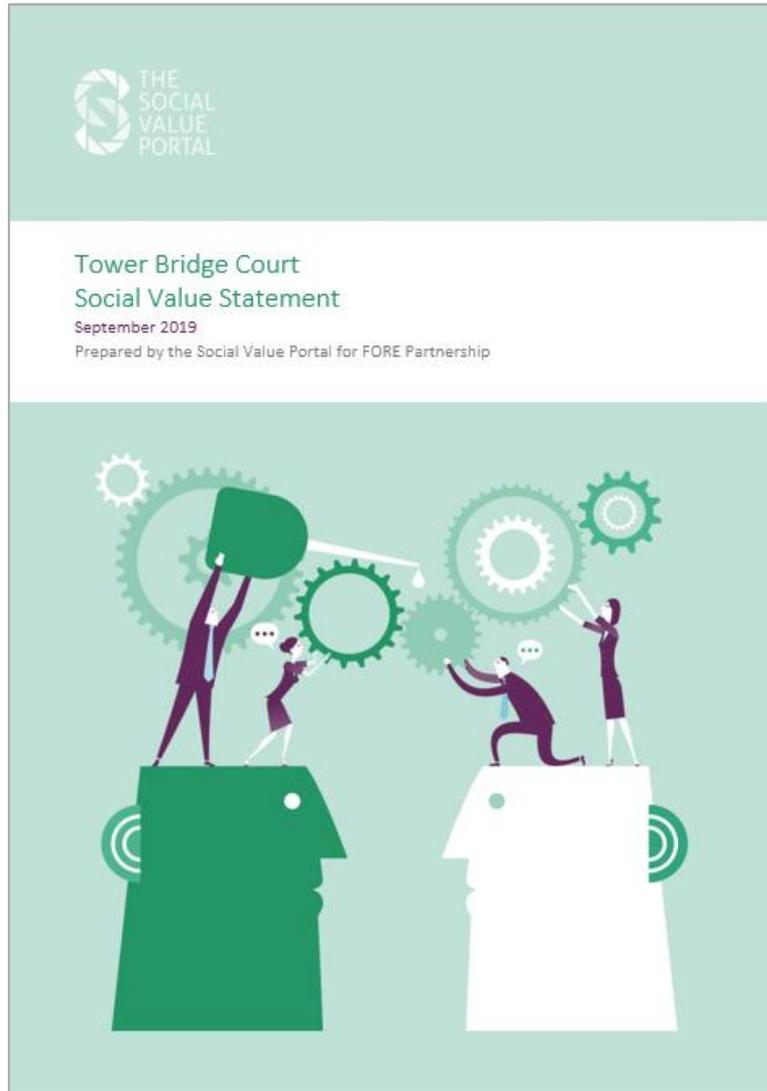
Potential initiatives, interventions and partners within the community are identified to inform delivery

STEP 3: Targets – Benchmarking Assessment

Theme	Ref	Measures	Proxy	Community Partners & Initiatives	YEAR 0 Meanwhile Use, Design & Planning	YEAR 1 Demolition & Infrastructure	YEARS 2-4 Construction	YEARS 5-10 Management	YEARS 5-10 Occupation
Jobs: Promote Local Skills and Employment	NT1	No. of local direct employees (FTE) hired or retained (for re-tendered contracts) or	£30,353.00						
	NT2	Percentage of local employees (FTE) on contract	Record only						
	NT3	No. of employees (FTE) hired on the contract who are long term unemployed (unemp	£18,965.00						
	NT4	No. of employees (FTE) hired on the contract who are Not in Employment, Education	£13,636.00						
	NT8	No. of staff hours spent on local school and college visits e.g. delivering careers talk	£16.07						
	NT9	No. of weeks of training opportunities on the contract (BTEC, City & Guilds, NVQ, H	£258.45						
	NT11	No. of hours dedicated to support young people into work (e.g. CV advice, mock inter	£125.62						
	NT12	No. of weeks spent on meaningful work placements or pre-employment course; 1-	£158.23						
Growth: Supporting Growth of Responsible Regional Business	NT14	Total amount (£) spent with VCSEs within your supply chain	£0.12						
	NT18	Total amount (£) spent in LOCAL supply chain through the contract	£0.75						
	NT20	No. of employees on the contract that have been provided access for at least 12 m	£124.30						
	NT39	Mental Health campaigns for staff on the contract to create community of accepta	£1.00						
	NT40	Number and type of initiatives to be put in place to reduce the gender pay gap for	£1.00						
	NT41	Percentage of staff on contract that is paid at least the relevant Real Living wage as	Record only						
	NT22	Percentage of procurement contracts that includes commitments to ethical procur	Record only						
Social: Healthier, Safer and more Resilient Communities	NT23	Percentage of contracts with the supply chain on which Social Value commitments,	Record only						
	NT26	Initiatives taken or supported to engage people in health interventions (e.g. stop sm	£1.00						
	NT27	Initiatives to be taken to support older, disabled and vulnerable people to build str	£1.00						
Environment: Decarbonising and Safeguarding our World	NT28	Donations or in-kind contributions to local community projects (£ & materials)	£1.00						
	NT31	Savings in CO2 emissions on contract achieved through de-carbonisation (specify h	£69.35						
	NT44	Policy and programme to achieve net zero carbon by 2030 including monitoring pla	Record only						
	NT46	Corporate travel schemes available to employees on the contract (subsidised publi	Record only						
	NT47	Donations or investments towards expert designed sustainable reforestation or aff	£1.00						
Innovation: Promoting Social Innovation	NT35	Percentage of procurement contracts that includes sustainable procurement comm	Record only						
	NT50	Innovative measures to promote local skills and employment to be delivered on th	£1.00						
	NT51	Innovative measures to promote and support responsible business be delivered or	£1.00						
	NT52	Innovative measures to enable healthier, safer and more resilient communities to	£1.00						
	NT53	Innovative measures to safeguard the environment and respond to the climate em	£1.00						

Targets set using industry benchmarks, SVP benchmarks and Council priorities

STEP 3: Social Value Statement – Submitted with Planning Application

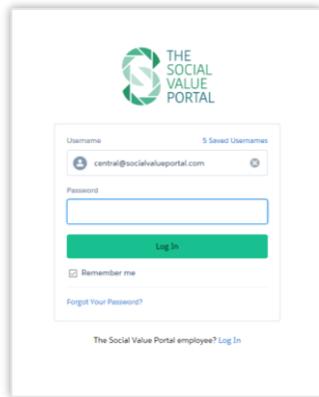


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Social Value Statement for Tower Bridge Court – FORE Partnership 1 | Page

STEP 4: Measure, Report, Improve

All delivery is ultimately contract managed on the Social Value Portal's online platform



THE SOCIAL VALUE PORTAL

Username: 5 Saved Usernames
central@socialvalueportal.com

Password:

Log In

Remember me

[Forgot Your Password?](#)

The Social Value Portal employee? Log In

Summary Dashboard Submissions Suppliers Global Goals Locations Settings

Account Headlines

Projects in Delivery Phase only

DELIVERED LOCAL & SOCIAL VALUE £2,325,349	% COMMITMENTS DELIVERED 37.48%	CONTRACT VALUE INCLUDED £9,950,000
COMMITTED LOCAL & SOCIAL VALUE £6,203,965	PROJECTS IN DELIVERY 4	% SOCIAL VALUE ADD 23.37%

Account Summary Dashboard

Edit Dashboard Settings

Search by Name/Type

12.8% Apprenticeships Delivered: 860 weeks Target: 6,700 weeks Delivered SW: £152,048.86 Target SW: £1,184,566.70	100.0% Carbon Reduction Delivered: 3,922 tCO2e Target: 2,200 tCO2e Delivered SW: £262,813.22 Target SW: £147,422.00	16.8% Career Support Sessions Delivered: 289 hrs Target: 1,725 hrs Delivered SW: £28,996.53 Target SW: £173,076.14	23.8% Charity Support Delivered: £1,500 Target: £6,432 Delivered SW: £1,500.00 Target SW: £6,432.00
89.6% Community Support Delivered: £164,746 Target: £183,780 Delivered SW: £164,746.00 Target SW: £183,780.00	80.0% Disabled People Delivered: 8 no. Target: 10 no. Delivered SW: £105,877.60 Target SW: £132,347.00	31.2% Educational Sessions Delivered: 1,814 hrs Target: 5,821 hrs Delivered SW: £26,850.83 Target SW: £86,162.44	33.8% Expert Hours Delivered: 6,573 hrs Target: 19,422 hrs Delivered SW: £562,451.61 Target SW: £1,661,940.54

Global Goals Dashboard

Estimated Contribution by Goal

The Dashboard below displays the total social value contribution for each Goal estimated by the mapping. The total social value figure includes local economic value (Local EV component) on single-locality projects. ¹⁸

Search

1 NO POVERTY Total Social Value: £11,503	2 ZERO HUNGER Total Social Value: £597	3 GOOD HEALTH AND WELL-BEING Total Social Value: £42,057	4 QUALITY EDUCATION Total Social Value: £202,590	5 GENDER EQUALITY Total Social Value: £31,139
6 CLEAN WATER AND SANITATION Total Social Value: £2,616	7 AFFORDABLE AND CLEAN ENERGY Total Social Value: £54,718	8 DECENT WORK AND ECONOMIC GROWTH Total Social Value: £303,479	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE Total Social Value: £54,212	10 REDUCED INEQUALITIES Total Social Value: £12,752



Case Study: 245 Hammersmith Road

Social Value Delivery Report

Project stats:

Client: Legal & General
 Gross Internal Area: 330,000 sq ft
 Construction cost: £100m
 Build duration: 2 years
 Main contractor: Lendlease
 Use: Commercial office
 Location: London Borough of Hammersmith & Fulham

Total Social Value delivered:	£28.2m
Total Social Value Add (SVA) per £ contract value:	28.2%
Social Value delivered against target:	211%

Project highlights:

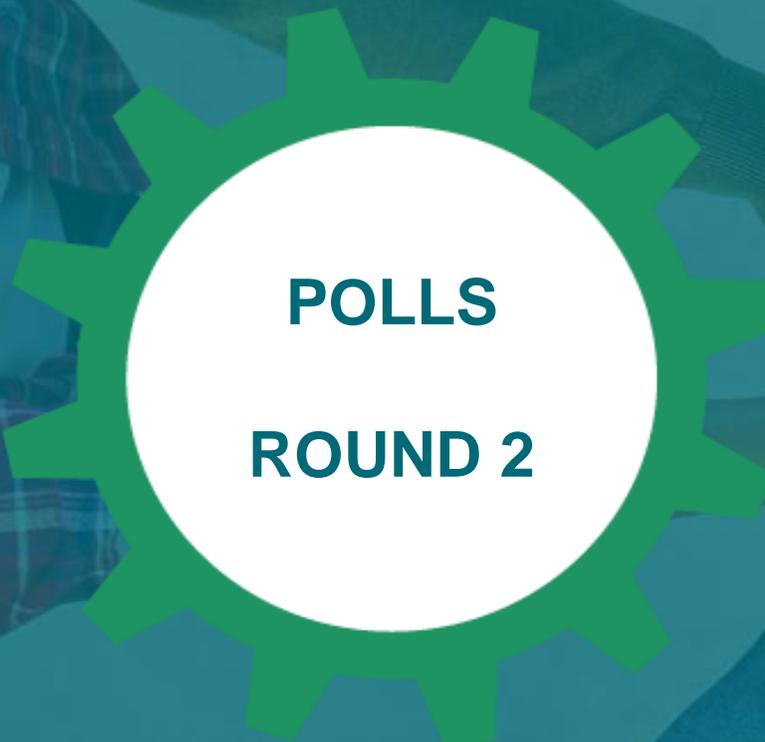
- 51.4% Local Employment
- £2.4m Environmental Value
- 61 hours mentoring
- £26.1m Local Economic Value
- 714 Weeks training





Anna McChesney-Gordon
Head of Consultancy

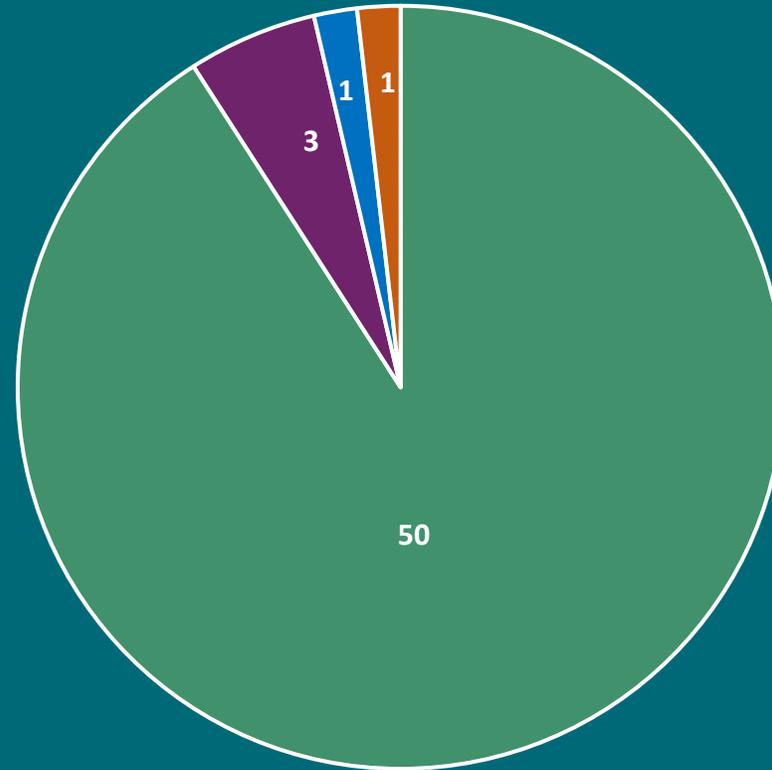
anna.mcchesney-gordon@socialvalueportal.com



POLLS
ROUND 2

1. Do you think NOW social value should be integrated into the planning process?
2. How do you think that Social Value should be included within the planning process?
3. How would you like SV commitments to be managed post planning?
4. Do you think that Occupiers should be subject to social value requirements as they already are with Green Travel Plans?
5. Do you think that it is even more important to embed social value into planning to help us recover from the pandemic?

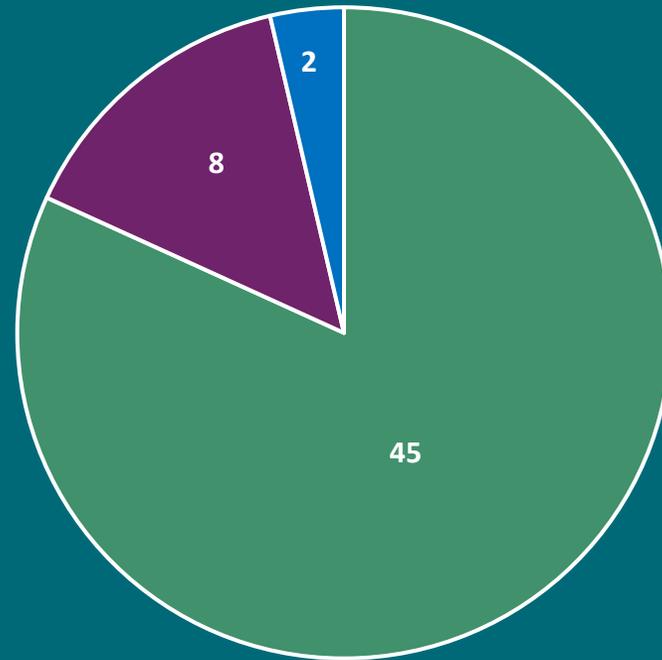
1. Do you think NOW social value should be integrated into the planning process?



- Yes, it makes total sense to do this somehow
- Possibly but not sure what it actually means
- No, bad idea
- Not sure at the moment

55 responses

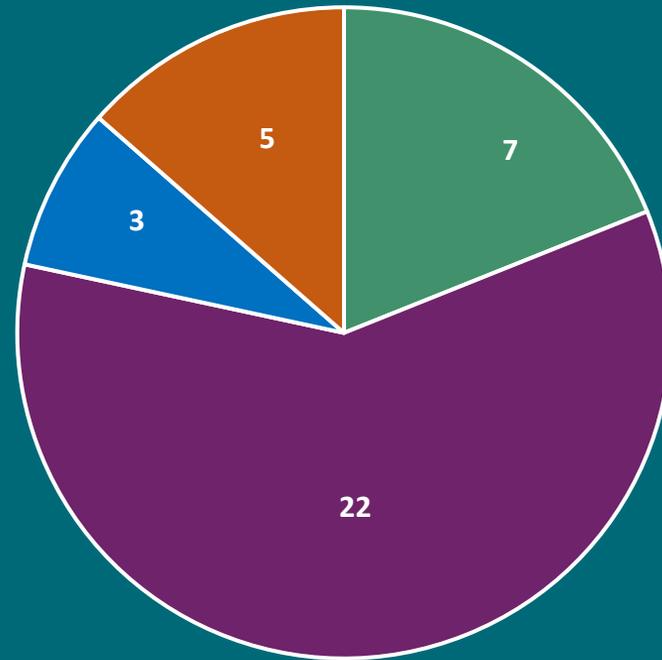
2. How do you think social value should be included within the planning process?



- As a part of the submission
- As supplementary information
- Not sure
- No, social value should not be included in the planning process

55 responses

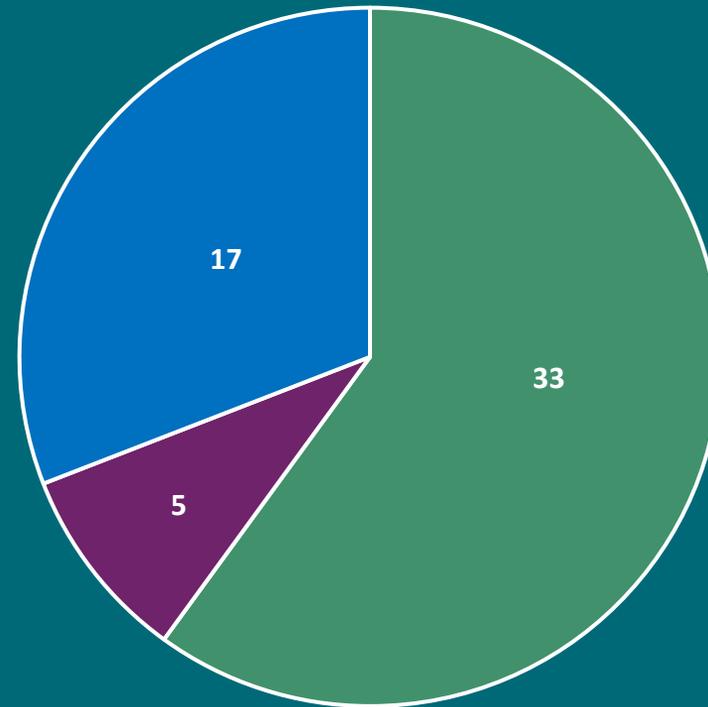
3. How would you like social value commitments to be managed post planning?



- They should included in s106 negotiations to ensure they are delivered
- They should be included in a 'Condition' to be discharged before construction starts and sign off
- No, we should trust developer to deliver them
- Not sure

55 responses

4. Do you think Occupiers should be subject to social value requirements as they already are with Green Travel Plans?



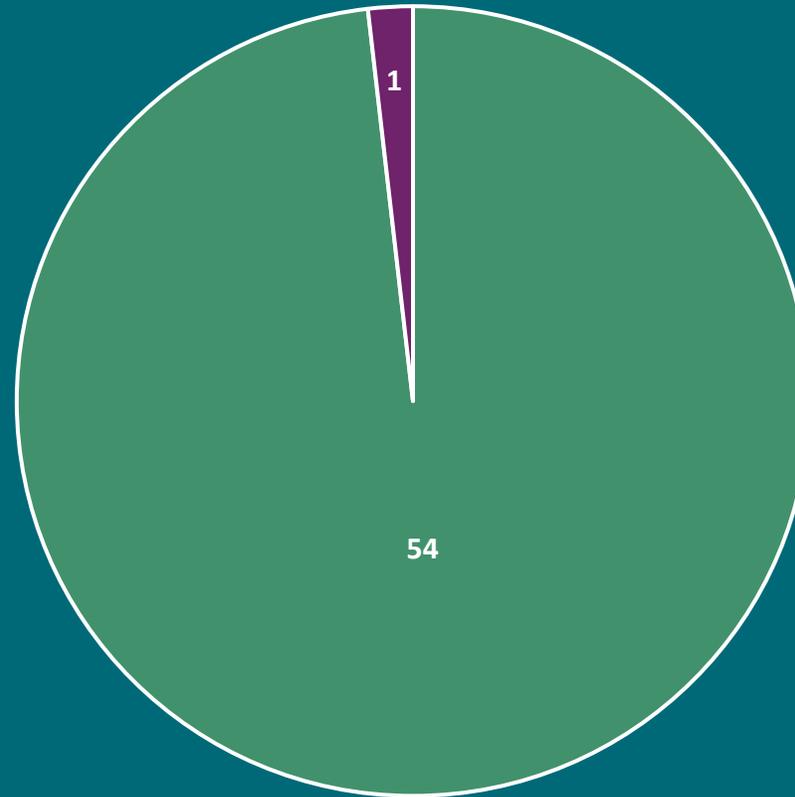
■ Yes, this makes sense and I would include it in either a S106 or Condition

■ No, makes no sense to tie the developer's hands

■ Not sure

55 responses

5. Do you think that it is even more important to embed social value into planning to help us recover from the pandemic?



Yes, we need to Build Back Better, Greener, Fairer

No, the sector cannot do much

55 responses

Q&A and Panel Discussion

7th April 2020

Anna McChesney-Gordon

Sol Tannir

Cindy Nadesan



Your Hosts and Panelists for today



Guy Battle

CEO

The Social Value Portal



Anna McChesney-Gordon

Head of Consultancy

The Social Value Portal



Ailish Ryan

Senior Socio-economic Specialist

WSP



Liam Ronan-Chlond

Stakeholder and External Relations Manager

First Base

But...



2% of the public
trust developers



7% have faith in local
authorities

74% want developers to be held
accountable for what they promise

72% want local authorities to be
held account for what is promised

based on Grosvenor's 2019 research

<https://www.grosvenor.com/our-businesses/grosvenor-britain-ireland/rebuilding-trust>



Final Poll

How did we all do?

With Thanks
For more information contact
info@socialvalueportal.com