

Social Value
Conference
2023

Unlocking Social Value for Communities

Wednesday 14 June
11:15 GMT

Presented by



In conjunction with



Meeting community needs

#SVC23

Panel



Tessa Alcorn
*Head of Planning & Local Needs
Advisory
Social Value Portal*



Tiia Sammallahti
*Chief Executive Officer
whatimpact*



Prudence Wales
*Associate Health & Social Value
Stantec*



Jo Harrop
*Director
PLACED*



Mark Shearer
*Co-Founder & CEO
ActionFunder*

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**Unlocking value for communities:
how we plan and build our cities**



Tessa Alcorn

Head of Planning & Local Needs Advisory, Social Value Portal

#SVC23

Better Places Approach: Creating a baseline for social impact



Prudence Wales
Associate Health & Social Value, Stantec

The Better Places Approach

Stantec Better Places takes a holistic approach to embedding social value in placemaking.

This is centered around the following core principles:

- Interventions address a context-specific need;
- They are created in partnership with those affected by the intervention; and
- Impacts are evaluated to determine what has changed.

Too often social value considerations are siloed into the procurement phase of placemaking, focusing solely on delivering during a discrete project phase.

Our approach uses social value as a instrument to understand, implement and measure wellbeing changes.



From research to practice

This approach was developed through a Innovate UK Knowledge Transfer Partnership with the University of Reading, which started more than 2 years ago

This approach was developed in partnership with a number of stakeholders, including the Quality of Life Foundation and a wider stakeholder advisory group.



From Research to Practice: Harlow and Gilston Garden Town

- **Client:** Harlow & Gilston Garden Town
- **Timeline:** April 2022-January 2023
- **Funding mechanism:** DLUHC Proptech 2 fund
- **Total funding:** £228,800



The Better Places Tool: understanding the intangible

- We identified over 40 socio-economic and environmental datasets that could be analysed to the LSOA level exploring social value
- This datasets were mapped to the Quality of Life Foundation Framework, and is the basis of the Better Places index
- The data is open-source, updated, nationally comparable and granular down to neighbourhood level

Data Name	Better Places Group	QoLF Theme
Income after Housing Costs	Affordability	Control
Barriers to Housing and Services (Indices of Multiple Deprivation)	Affordability	Control
Tenure	Affordability	Control
Housing Affordability Ratio	Affordability	Control
Internet user classification	Influence	Control
Social Grade	Influence	Control
Voter Turnout	Influence	Control
Highest Level of Qualifications	Influence	Control
Occupation	Influence	Control
Crime	Safety	Control
Ethnicity	Diversity	Community
Gender	Diversity	Community
School Capacity Difference	Opportunity	Community
Claimant Count	Opportunity	Community
Highest Level of Qualifications	Opportunity	Community
Number of Jobs	Opportunity	Community
Unemployment Count	Opportunity	Community
Proximity to Healthy Assets	Lifestyle	Health
Proximity to Healthy Hazards	Lifestyle	Health
Long-term Health Problem	Lifestyle	Health
Health Deprivation and Disability	Lifestyle	Health
Health Rating	Lifestyle	Health
Dwelling Type	Housing	Health
Household Occupancy Rating	Housing	Health
Private Garden Space	Housing	Health
Ambient Air Quality	Air Quality	Health
Public Rights of Way Density	Active Travel	Movement
National Cycle Network	Active Travel	Movement
Public Transport Stops	Public Transport	Movement
Bus Service Frequency	Public Transport	Movement
Commuting Patterns by Mode	Cars	Movement
Traffic Delay	Cars	Movement
Proximity to Green Space	Green Space	Nature
Private Garden Space	Green Space	Nature
Proximity to Green Space	Biodiversity	Nature
Biodiversity Designations	Biodiversity	Nature
Private Garden Space	Biodiversity	Nature
Culture Facilities	Culture	Wonder
Listed Building Density	Disinctiveness	Wonder
Proximity to Green Space	Playfulness	Wonder

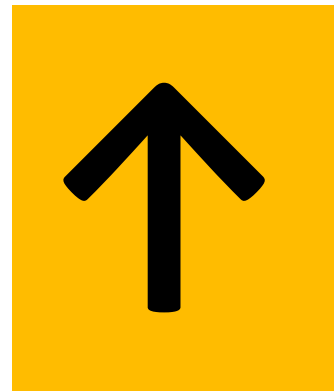
Combining with the Active Data

- 7,000 visitors to the Commonplace platform
- 1015 contributions (contributions to the map and completion of surveys)
- Stantec analysed the data in conjunction with the passive data findings, identifying that top priorities for the community were improvements to green space and public transport



3x

More than triple the number of respondents compared to previous HGGT consultations



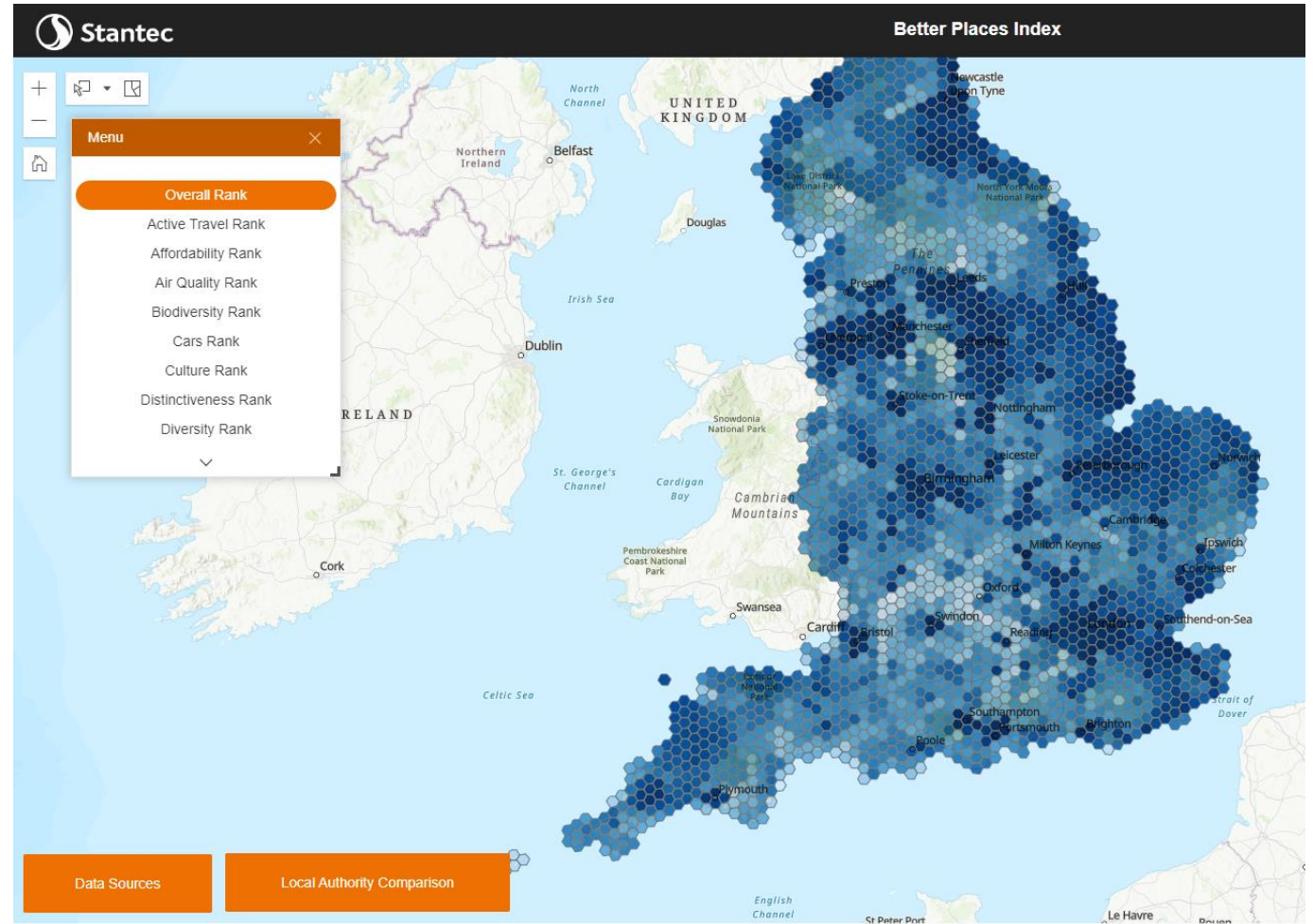
Increased engagement from:

- *Under 35s
- *Over 75s
- *Ethnic minority communities
- *Disabled people or those with long-term health conditions

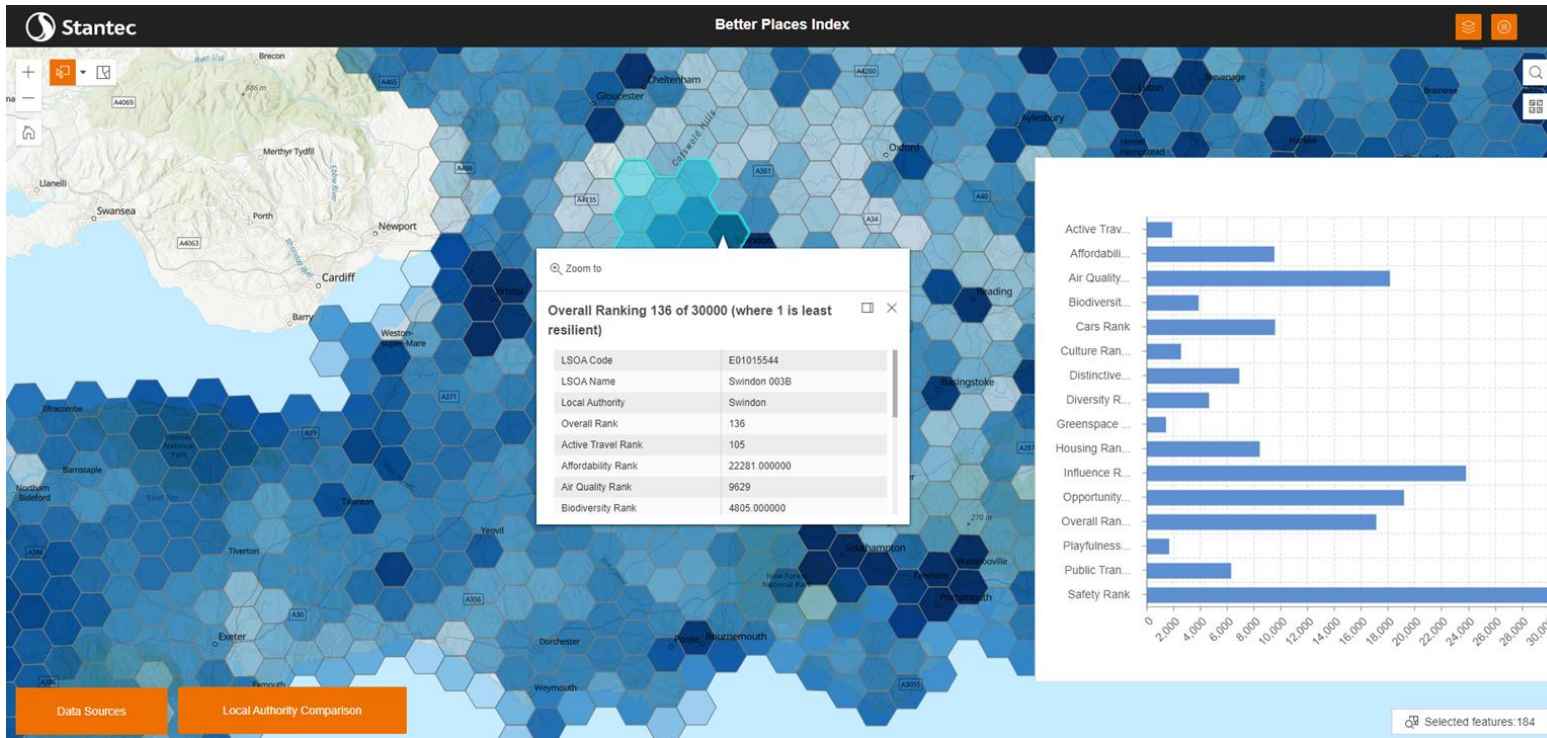


The Better Places Tool

- Built a digital tool funded by Stantec's Global Innovation Office
- Maps the datasets within the index across the whole of England
- The Better Places Tool (BPT) can be used to identify characteristics of the local area which could benefit from social intervention, investment, and development.
- This allows us to identify social value interventions that be most meaningful.



The Better Places Tool: Interpreting the data



Visualised each dataset spatially using GIS software

The interactive map can be explored:

- spatially,
- specific areas,
- overall scores,
- themes and sub-themes
- specific datasets

Looking ahead



- We set out to help local authorities, developers, landowners and investors make a positive impact on the wellbeing of communities through design and delivery of new places
- Developed an evidence-based approach using digital mapping - consistent, replicable and scalable
- One part of a social value measurement framework and can be applied in most SV measurement tools
- Moving from 'outputs' to 'outcomes'



Thank you



Unlocking value for communities: how we plan and build our cities



Jo Harrop
Director, PLACED

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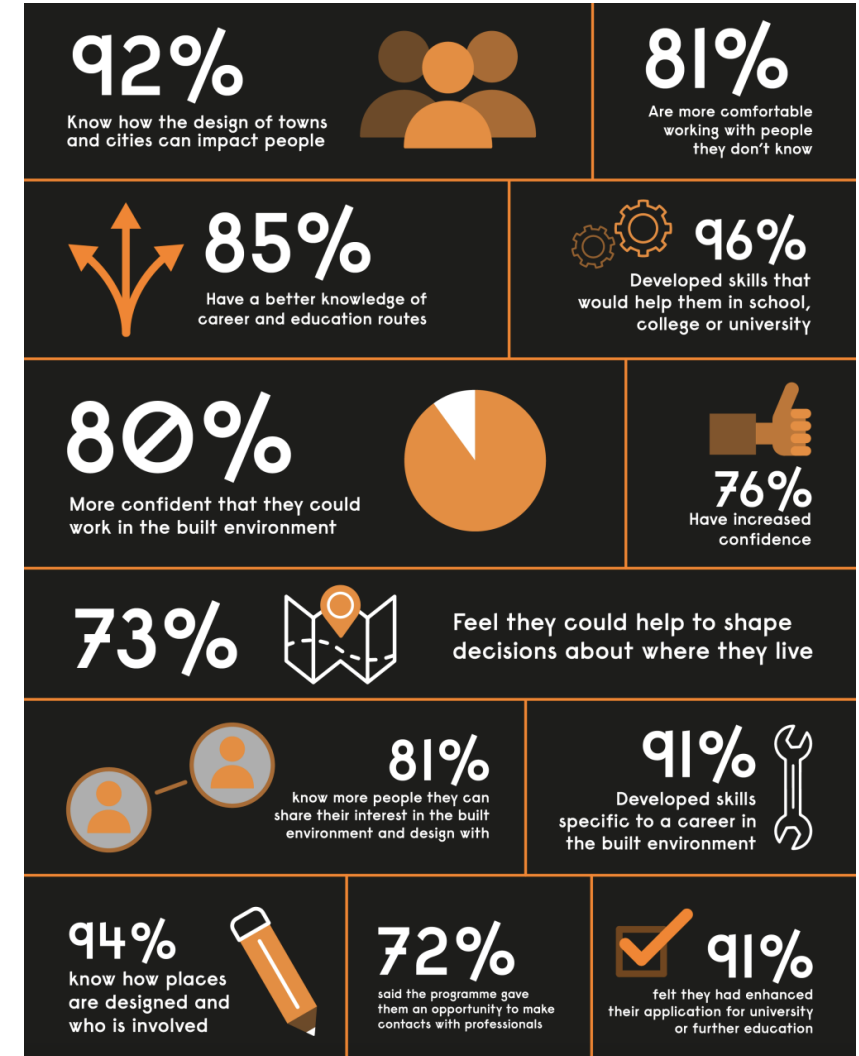
About PLACED

- Northwest Social Enterprise established in 2012 committed to enabling greater representation amongst the voices involved in shaping places and spaces.
- **Engagement:** Delivery of meaningful, impactful, hands-on engagement for diverse audiences on projects, either as part of a design team or directly for a client. Remove barriers to engagement (threshold, language, cost).
- **Youth voice & education:** Delivering built environment education to develop skills, open-up pathways into careers and enable young people to shape decisions in their area.
- Believe we're all experts in the built environment and take a collaborative, multi-phased approach to building solutions.
- Listen to those with whom we work, acting as a facilitator between parties, and advocating for local voices.
- Approach enables both greater understanding of local need and delivering social value.
- 140 volunteer Ambassadors, bringing significant knowledge, skills and value.
- Reinvest surplus into our communities.



PLACED Academy

- Launched in 2019, the Academy offers an extended programme for 14-18 year olds interested in the built environment and design
- Informed by ten years experience in built environment education
- Currently recruiting for our sixth programme
- Delivered over a 10 month period, with summer school, design workshops and skills sessions, and covers diverse disciplines
- 160 graduates, 59% female and 33% ethnic minority groups
- Increases participants' self-esteem, breaks down barriers to professional careers and develop a broad range of skills
- Encourage take-up from those underrepresented in the sector
- Enabled by Sponsors and Partners from across the built environment sector and beyond and our own investment
- Youth Voice and engagement key to programme
- SRI = approx. £16 for every £1 invested (using HACT calculator.)





Thank you

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Tiia Sammallahti
Chief Executive Officer, whatimpact

#SVC23

whatimpact

**Social Value Management Platform for
tangible, locally relevant social value**



Social Value Planning Tool

For tangible, locally relevant plans

Listing Environmental, Community Engagement, Supply Chain and Sustainable practices

FREE SIGN UP SUPPORTED BY CONTENT LIBRARY

The screenshot displays the 'Social Value Plan' interface for CPB Contractors Ltd. It is divided into two main sections:

- Bid details (left):**
 - Company name:** CPB Contractors Ltd
 - Company number:** 2403033
 - Company profile on whatimpact.com:** app.whatimpact.com/companies/2403033
 - Social value plan creator:** John Smith
 - Contact details:** 17 Avonlea, John Spiggob Co.uk
 - Tender name:** Houghton Recreation Park
 - Tender number:** CBC-954-PA-15-TC-40-SR19
 - Tendering organisation:** Central Bedfordshire Borough Council
 - Date of the plan:** 25th May 2022
- Community engagement – added value for this specific tender (left):**
 - Activity title:** BUILD BACK Better Start Program
 - Support type:** MONEY
 - Value:** £78,000
 - Social Value Model theme:** Covid 19 recovery, Tackling economic inequality
 - Social Value Model outcomes:**
 - MAC 12 Supporting people and community recovery
 - MAC 22 Employment
 - MAC 23 Education and training
 - Description:** We will be donating £78,000 for MSP Charity to support 6000 young children in Central Bedfordshire by providing them access to sports, arts and design, music and creative to provide the young people in the area with extracurricular opportunities to pursue creative disciplines, which will also help parents stay in full-time work positions.
 - Delivery timeline:** We will be donating £5,000 a year throughout the 3-year contract making sure to run throughout our time in Central Bedfordshire.
 - Partner organisation:**
 - Name:** MSP Charity
 - Profile on whatimpact.com:** app.whatimpact.com/charities/325303
 - Project on whatimpact.com:** app.whatimpact.com/charity/325303/project/320
 - Meets the location specific criteria for the tender
 - More information:** All programs run in Central Bedfordshire
 - Will use whatimpact Social Impact Reporting tool to verify impact
- Social Value Plan Form (right):**
 - Plan Name:** [Text input field]
 - Bid Details:**
 - COMPANY NAME:** [Text input field]
 - COMPANY NUMBER:** [Text input field]
 - COMPANY PROFILE ON WHATIMPACT.COM:** [Text input field]
 - WEBSITE URL:** [Text input field]
 - SOCIAL VALUE PLAN CREATOR:** [Text input field]
 - CONTACT DETAILS:** [Text input field]
 - TENDER NAME:** [Text input field]
 - TENDER NUMBER:** [Text input field]
 - TENDERING ORGANISATION:** [Text input field]
 - DATE OF PLAN:** [Text input field]

Local VCSE Matchmaking

All 180,000 Charity Commissions' charities on database

All Social Enterprises verified with Companies House data

Local initiatives

Volunteering Management

The screenshot displays the WhatImpact platform interface. On the left, three project listings are visible:

- Sapphire Community Fridge:** Recipient: Sapphire Community Fridge. Description: Did you know that the average family of four wastes £720 of food a year? People and businesses are becoming more aware of food waste, and it can often be a hard thing to avoid. Enter the community fridge, an easy way to share good food go further. A community fridge is a space where anyone who lives nearby can exchange surplus food, including businesses. Sapphire Community Fridge aims to become the biggest and plans to set up all over the west in the next 5 years. Project Beneficiaries: The General Public / Mankind.
- Tackling Inequalities:** Recipient: ICENA. Description: ICENA is a social enterprise committed to empowering individuals and creating social change. We are a new up business seeking new clients to product test our training and consultancy services. We are looking for organisations who want to build a culture of inclusivity, where every member feels safe, respected and empowered to succeed. Project Beneficiaries: Adults.
- Creative Minds:** Recipient: oap. Description: This free to join project was developed to address the need for young people to look after their mental health and general wellbeing, particularly as they faced many challenges in returning to 'normal' after the coronavirus lockdowns. Issues faced by the young people in the group are multiple and complex, including anxiety, low self-esteem and bullying, gender identity. Through the sessions we aim to strengthen participants' ability to manage these challenges, and build confidence and skills. Project Beneficiaries: Children / Young People.

On the right, the profile for **Trees for Cities** is shown. It includes a navigation bar with 'Home', 'About Us', and 'Our Projects'. The main content area features a large image of people planting trees and key statistics: £3M Turnover, 47 Employees, and 7.28k Volunteers. Below this is an 'Organisation Overview' section with several cards:

- Areas of Interest:** Agriculture, Community, Education, Climate Change, Environment, Wildlife.
- Beneficiaries:** Nature, The General Public / Mankind.
- Our History:** Since 1993, we have grown into a thriving organisation with national and international projects, but we're still at our roots. We have planted 12,000 trees and engaged over 100,000 volunteers since we began. Trees for Cities remains the only UK charity working at a national and international scale to improve lives by planting trees in cities.
- Our Vision for a better future:** To get stuck in with local communities to cultivate lasting change in their neighbourhoods - whether it's restoring forgotten spaces, creating greener environments or getting people excited about growing, foraging and eating healthy food.
- Areas of Operation:** Global.

Social Impact Reporting

Inputs, Outputs, Outcomes, In-Direct Outputs and Impact

GOV Social Value Model and TOMS alignment

Case studies, evidence of activity

IDEAL FOR SOCIAL VALUE REPORTING FOR PROCUREMENT AND STAKEHOLDERS

SOCIAL IMPACT REPORT
COMMUNITY TREE PLANTING ON MALMESBURY ESTATE 2022

This is a preview of the impact report you're about to share and publish. The following page views are automatically completed: Search, Reports, Register what activity. The actual impact reporting is done in the tool IMPACT and your account provides real-time updates to the report as you log. When publishing the report, there will be an option to share the full report with supporters, and their details will be automatically updated. Also, when you next report on the same activity impact, the available in this report will be affected to you as default, which you can then edit to support your next reporting period - which we recommend being every 3 months.

Activity outputs during the reporting period

- 30 Trees planted
- 484 People engaged
- 13 Workshops delivered

Social Impact Report
Price & Myers LLP supports Trees for Cities with Community Tree Planting on Malmesbury Estate

Overview

ACTIVITY SUCCESS AND ACHIEVING THE REPORTING PERIOD
It was a very successful activity with a high level of participation and a high level of engagement. The activity was well planned and executed, and the results were excellent. The activity was a great success and we are proud to have supported it.

ACTIVITY COMPLETED IN 4 WEEKS FOR THE REPORTING PERIOD
The activity was completed in 4 weeks, which is a very short time for such a large project. This was achieved through excellent planning and coordination.

BUSINESS INDICATORS OF THE CHALLENGE
The activity was a great success and we are proud to have supported it. The activity was well planned and executed, and the results were excellent. The activity was a great success and we are proud to have supported it.

Direct Outcome 1

IMPROVED BIODIVERSITY AND ECOSYSTEM SERVICES
Public Space Enhancement is a social housing initiative in York. It aims to improve the quality of public space through the creation of green infrastructure and tree planting.

THE IN ENVIRONMENT SOCIAL VALUE MODEL OUTCOME
The in environment social value model outcome is to improve the quality of the environment through the delivery of the contract to support health and wellbeing, including physical and mental health.

Direct Outcome 2

IMPROVED COMMUNITY ENGAGEMENT AND PARTICIPATION
The in environment social value model outcome is to improve the quality of the environment through the delivery of the contract to support health and wellbeing, including physical and mental health.

Think tank

Best practice sharing

Research

Enabling Impact Creation: Rethinking private and third sector interaction

whatimpact white paper

Social Value Act 2012 Enhancements:

10 Things All Companies Bidding for Public Tenders Need to Know



Enhancing Impact: Bridging the gap Between Companies & Local Authorities in the Implementation of the Social Value Act Enhancement, PPN 06/20

whatimpact.com white paper

SOCIAL VALUE UK MemEx Conference 2022

Meet Our Speakers!

 Grispen Sachikonye SVUK	 Isabelle Parasram SVUK	 Catherine Manning SVUK	 Sarah Ottaway Suez UK	 Professor Tony Wall LJMU	 Rhea Fofana Unitd
 Tiia Sammallahati whatimpact	 Stuart Parker-Tyresman Gosport & Fareham Multi-Academy Trust	 Wesley Ankruff Dominus Group	 Natacha Jolob Kai-zen Change for Good CIC	 Anne Lythgoe GMCA & Social Audit Network	 Erik Bichard RealWorth

Harnessing Social Value for a Winning Bid

Thurs 29 Sept 9.30am - 10.30am

fsb⁸⁸

 Karen Woolley Development Manager, FSB	 Tiia Sammallahati CEO and Founder WhatImpact.com	 Keith Lamb Social Value and Supplier Coordinator, NEPO
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whatimpact | nepo



Carter Jonas



Ignite Youth



**Alison Sudbury
Business Development
Manager
Carter Jonas**



**Donna John
Executive Director
Ignite Youth**

**Hosting and catering iGNITE YOUTH meetings and
events in Carter Jonas offices**



Novus Property Solutions



Mosaic LGBT+ young persons trust



**Kevin Rhone
Social Value Manager
Novus Property
Solutions**



**Lukasz Konieczka
Executive Director
Mosaic LGBT+ young
persons trust**

Community House Roof Restoration & Interior Renovations

Q&A



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Thank you