Unlocking Social Value for Communities

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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
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.

Active + passive data → Mapped over time → Better decision making
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
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

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
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Jo Harrop
Director, PLACED
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
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
Local VCSE Matchmaking

All 180,000 Charity Commissions’ charities on database

All Social Enterprises verified with Companies House data

Local initiatives

Volunteering Management
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
Hosting and catering IGNITE YOUTH meetings and events in Carter Jonas offices
Novus Property Solutions

Kevin Rhone
Social Value Manager
Novus Property Solutions

Community House Roof Restoration & Interior Renovations

Mosaic LGBT+ young persons trust

Lukasz Konieczka
Executive Director
Mosaic LGBT+ young persons trust
Thank you