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

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

Phoebe Dennis
Senior Consultant – Planning, Social Value Portal
Social Value Planning Taskforce
The Social Value in Planning 2023 Survey

Survey respondents, representing at least 47 unique organisations: 57

Public Sector Respondents: 37%

Private Sector Respondents: 51%

Private sector: 21%
Public sector: 29%
Other: 7%
Requirements for social value in planning policy

Public sector respondents were asked, do you currently have social value requirements in your planning policy?

- 22% Yes, a requirement for social value included in our adopted Local Plan
- 11% Yes, a requirement for social value included in the Validation Checklist
- 33% Yes, a request for social value included in supplementary planning documents

34% of respondents have no requirement or request for social value in current planning documents. However, they were then asked whether they have plans to include social value within planning policy:

- 38% Of respondents said they intend to include a requirement for social value in their next Local Plan
- 50% Of respondents said they were exploring options including testing the implementation of Local Plan requirements and assessing the need for supplementary information
Creating meaningful social value strategies

86% Of public sector respondents reported that they currently signpost developers to community groups and programmes to support the delivery of social value

75% also said that more could be done to facilitate social value through providing additional resources to developers

79% of private sector respondents either agree or strongly agree that it would help them achieve more meaningful social value if the public sector did more to facilitate by signposting

Insights from the Social Value Planning Taskforce:
Based on the survey findings, there is clear an opportunity for the public sector to support the creation of meaningful social value strategies. Key recommendations from the Social Value Planning Taskforce include:

- Signposting social value requirements early on, through the Local Plan
- Providing clear guidance to developers on how to create a social value strategy
- Creating a developer forum to promote ideas sharing and collaboration
Social Value in Planning
The state of play 2023

A report including key findings from the Social Value in Planning 2023 Survey, and insights from the Social Value Planning Taskforce

About this report

The Social Value in Planning Taskforce is a sub-group of the National Social Value Taskforce and has been operating since November 2019. The group comprises over 30 active members from the public and private sectors and meets quarterly to discuss how to embed social value in planning and unlock greater benefits for local communities through new development.

In April 2023, the Social Value Planning Taskforce designed a survey to gather information about the current state of play regarding social value in planning.

The survey was live from April 2023 to June 2023.

Respondents were asked, do you currently have social value in your planning policy?

Respondents said they intended to include a requirement for social value in their Local Plan.

Respondents said they were exploring options including testing the implementation of Local Plan requirements and assessing the need for supplementary information.

The Social Value Planning Taskforce also highlighted that a requirement for measurement of social value through S 106 is more frequent.

For more information, please contact: socialvalue@planning.org.uk
Unlocking value for communities: how we plan and build our cities

David Swieton
Employment and Skills Plan Coordinator, Southampton City Council
Southampton

PwC Good Growth for cities index
• Regularly in top 5 overall
• Above average for jobs and skills

Two universities.
• University of Southampton – Russell Group
• Solent Uni – 93.9% into work or further study

Freeport status:
• Attracting inward investment
• Skills development
• Employment in national key sectors
Employment and Skills Plans

Linked to Major Developments

Fostering good social value partnerships for business

- LMI support to Education Careers Leads
- Aspirational Engagement for pupils
- Quality Careers and STEM Events
- Skills Development for the workforce
- Local Employment
Motivation for Southampton City Council to engage with The Social Value Portal

- Appreciating ESP activity by utilising SVP proxy values.
- Experiencing frustration around late engagement in planning process.
- Feedback form developers around early engagement with ESP.
- SVP information and learning opportunities.
- 2021 Social Value into Planning Briefing.
- Social Value Portal Consultancy around embedding SV in Local Plan.
Exploring possibilities

Social Value Portal

Local Needs Analysis

Social Value Scoping Study

Local Plan Social Value Policy Guidance

Embedding Social Value in Southampton’s Planning Policy

Recommendations document
June 2022
Prepared by the Social Value Portal for Southampton City Council
Influencing the Local Plan

1. All applications for large developments must include a Social Value Statement

2. Address jobs, growth, social and environmental


4. Large development definition
ECONOMY: To achieve social value from development, and ensure local residents benefit from economic growth and the creation of good quality jobs, reducing economic and social inequalities.
Thank you

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

Wesley Ankrah
Director – Social Value, Savills Earth
Why does Social Value Matter?

Reasons why the real estate sector are interested in social value:

<table>
<thead>
<tr>
<th>Reason</th>
<th>Icon</th>
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<tbody>
<tr>
<td>It creates a legacy</td>
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<tr>
<td>It improves image and community perception of the industry</td>
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<tr>
<td>Creates a sense of pride and belonging for employees of the business</td>
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<tr>
<td>Its customer centric, allows education to clients and other stakeholders about what is possible</td>
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Where does Social Value fit?

**0 Strategic Definition**
- Conduct a community audit to find out the needs of the local community.

**1 Preparation and Brief**
- Develop a social value and meanwhile use strategy that will be feasible in the new development.

**2 Concept Design**
- Connect with stakeholders, begin to build relationships. Commission social value report.

**3 Spatial Coordination**
- Contact local organisations, work with them to build the social value programme.

**4 Technical Design**
- Accelerate meanwhile use social value initiatives.

**5 Manufacturing and Construction**
- Monitor and report social value milestones and objectives, from the social value strategy.

**6 Handover**
- Ensure there are the right tools are in place to ensure continuation of social value.

**7 Use**
- Develop impact sheet to assess the effects of the scheme and how the strategy has worked.
Gaia’s Garden – Holborn Viaduct

• As part of the Holborn Viaduct development scheme, Dominus partnered with creative organisation & Fusion Prize winners, Play Nice and the Culture Mile team to deliver a meanwhile-use project known as Gaia’s Garden.

• 230 young volunteers built Gaia’s Garden, a free-to-use community garden to help educate Londoners on sustainable practices.

• The garden hosted live performances, programming workshops & events that celebrated nature, heritage & openness and served as a space for young creatives to showcase their talent.

• The project formed part of the Lord Mayor’s Culture and Commerce Taskforce’s ‘Enhancing the City’ initiative, which sought to fill re-purposed commercial spaces across the City with carefully curated creative activity to animate the area and drive footfall.

• The success of the meanwhile use project provided an evidence base for a cultural tenant, Creative Land Trust, to occupy the ground floor at end use. This will provide 10,000sq.ft of cultural and community space, and provide affordable creative workspace for artists and makers across London.
Community Pub – Stratford High Street

• Dominus partnered with Made Up Collective and the Plunkett Foundation to advise on the design and delivery of a community pub that will replace the vacant pub on site as part of their social value strategy for the redevelopment of 302 – 312 Stratford High Street.

• Made Up Collective is a CIC, who design grassroots placemaking projects, tackling social issues through creativity. Their projects are created to empower connections between diverse local communities and encourage positive change within their neighbourhood.

• The community pub will offer a multitude of positive outcomes for the local community including:
  • Employment and volunteering opportunities
  • Reduce isolation
  • Increase community cohesion
  • Encourage local economic growth
  • Improve health and wellbeing of residents

What is your vision for the Made Up Pub?

“Our vision for this project is to make a social enterprise with community and creativity at the heart; A building that nourishes people not only through food, drink and events, but also informal learning, training, employment and volunteering opportunities. We plan to connect the knowledge of local educational spaces and creative networks with the community, increasing accessibility and opportunities for those who may feel disconnected from the new cultural offerings of the area. Whether it’s making food, designing furniture, or sharing stories, we will celebrate and showcase the rich diverse heritage of Stratford residents.”
Migration Museum – Friary Court

• In February 2023, Dominus received planning permission to create a permanent home for London’s Migration Museum as part of a 769-bed student accommodation development near the Tower of London.

• The Migration Museum has been based in a venue in the heart of Lewisham Shopping Centre since 2020, with c. 70,000 visitors per year from across London and beyond.

• The ground floor and first floor will provide a permanent home for a Migration Museum for Britain exploring how the movement of people to and from these shores has shaped who we all are – as individuals, as communities, and as nations.
Thank You
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Alison Ramsey
Social Value and Performance Manager, SCAPE
Unlocking Value for Communities
Unlocking Value for Communities

Responsible Procurement and Commissioning Strategy

City of Westminster
Unlocking Value for Communities

Social value targets for the Perry Barr Residential Scheme are as follows:

- 659 new jobs have been created (165% of target of 400 jobs)
- £267,537,664 local spend within 30 miles (197% of £136,061,500 local spend target)
- 10,543 students engaged (105.4% of 10,000 students target)
- 1,354 people upskilled on site (135% of 1000 target)
- 41,545 work placement hours achieved (396% of 10,500 hours target)
- 2,679 volunteering hours have been achieved (268% of target of 1000 hours)
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Simon Russian
Development Director, Redveco
The Community being at the heart of regeneration.
Retail destinations at the heart of the Community

Places to meet and enjoy.
Meeting points and places for support.
Key services and a place to hold events.
Community involvement in change.

- Fear of the unknown and change.
- Concern about being excluded.
- Will our opinions matter and shape the plans?
- What happens during construction?
- Will this be a place for us in the future?
Creating Social Value during development.

- Listen to the Community and not just once.
- Form relationships with key groups and stakeholders.
- Demonstrate how their views are shaping the plans.
- Communicate regularly and use multiple channels.
- Participate in Community events and issues.
- Be honest about challenges.
- Celebrate milestones and achievements.
Q&A

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Savills Earth

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Thank you