

Social Value
Conference
2023



Presented by



In conjunction with



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

Tuesday 13 June
14:00 GMT



Meeting community needs

#SVC23

Panel



Anna McChesney-Gordon
*Director of Consultancy
Social Value Portal*



Wesley Ankrah
*Director – Social Value
Savills Earth*



Phoebe Dennis
*Senior Consultant - Planning
Social Value Portal*



Alison Ramsey
*Social Value and
Performance Manager
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Simon Russian
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David Swieton
*Employment and Skills Plan
Coordinator
Southampton City Council*

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

57

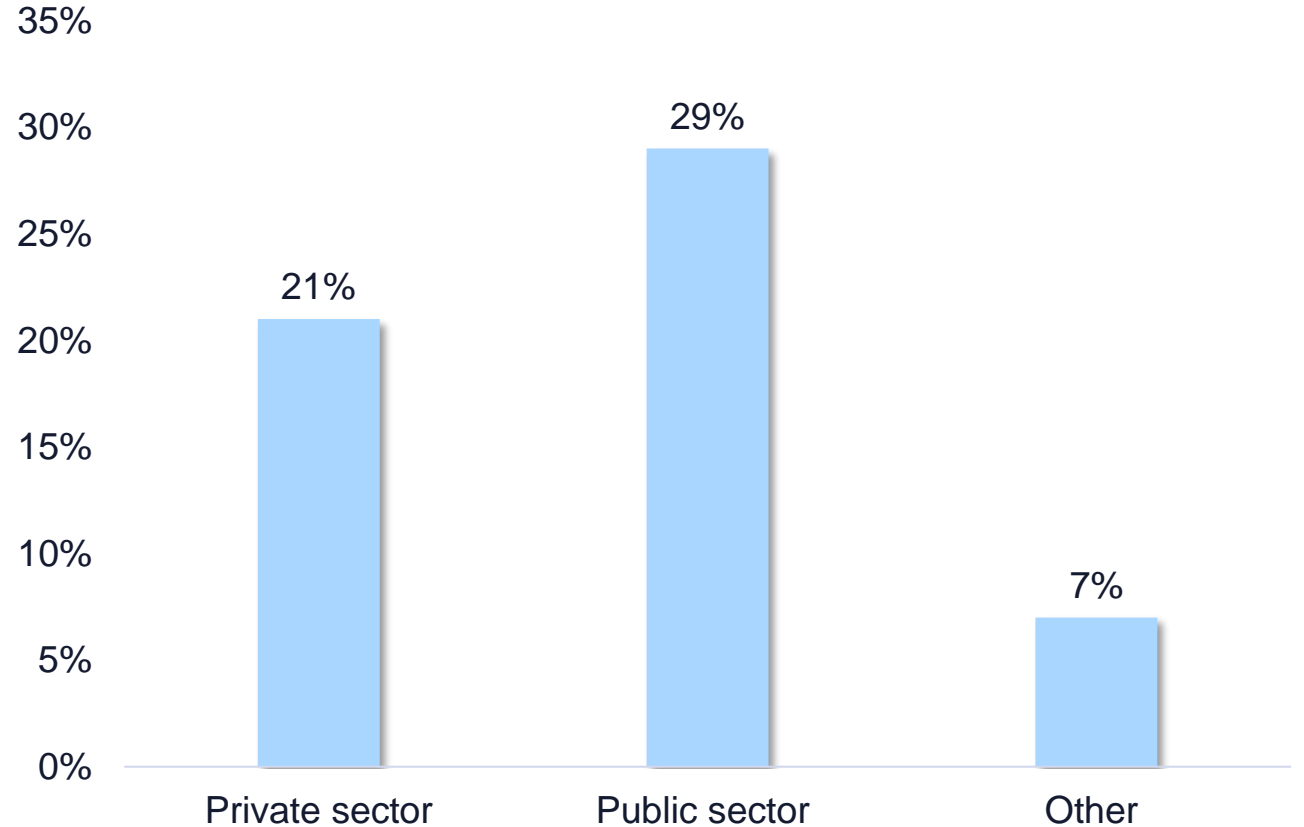
Survey respondents, representing at least 47 unique organisations

37%

Public Sector Respondents

51%

Private Sector Respondents



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%

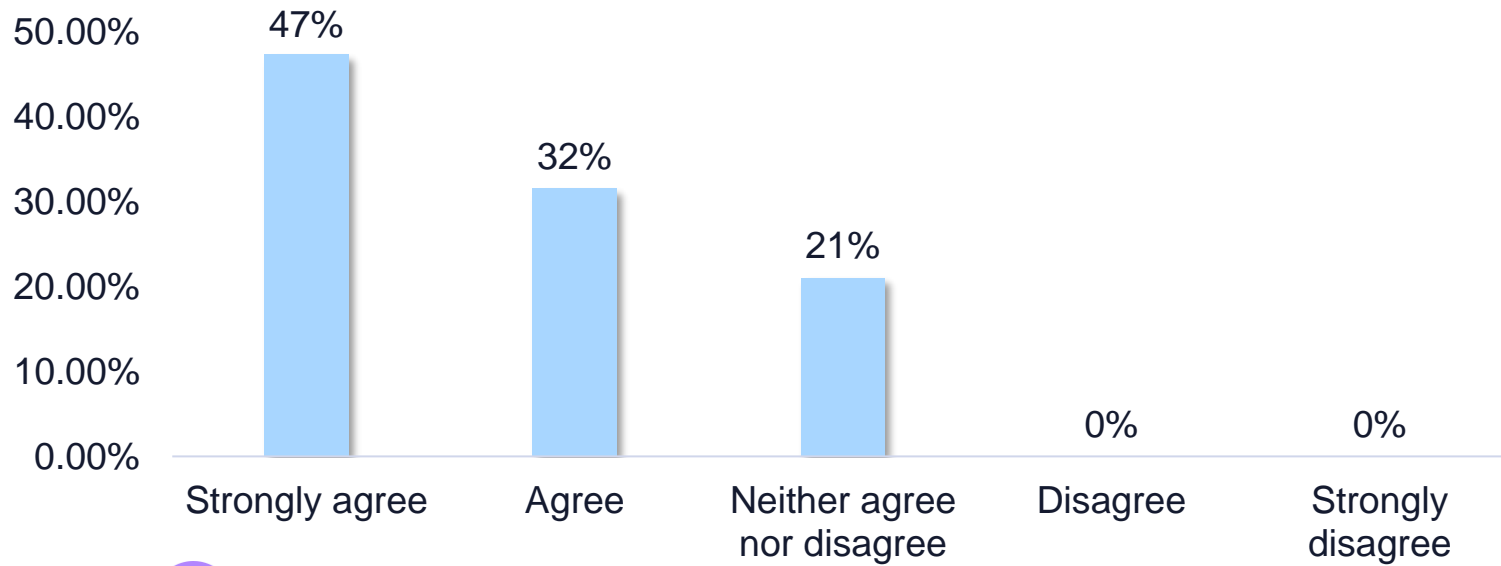
Of respondents said they were exploring options including testing the implementation of Local Plan requirements and assessing the need for supplementary information

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 2020. 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.

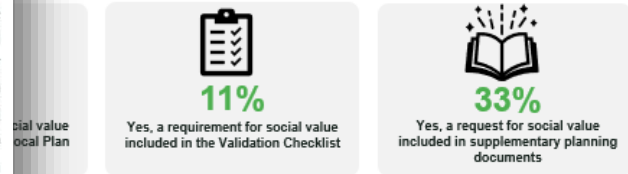
The survey was live from April 2023- June 2023.

for social value in planning policy

The planning movement has progressed significantly in recent years, with many beyond considerations, to include specific requirements for social value within their . In Salford for example, the Publication Local Plan: Development Management Ignitions* was adopted in January 2023 and includes a policy for social value and nally, Ashfield** and Southampton*** are embedding social value as a policy within Plan.

The survey, 65% of private sector respondents reported coming across some ment for social value in the planning process. Planning authorities reportedly il value requirements include; Hackney, Brighton & Hove, Lambeth, Camden, City of nster, Wandsworth, Manchester, Winchester, Havant, East Hants

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



Respondents currently have no requirement or request for social value in documents. However, they were then asked whether they have social value within planning policy:

Respondents said they intend 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 elementary information

The Planning Taskforce also highlighted that a requirement for measurement of social value through S106 more frequently.

*Management Policies and Designations: <https://www.salford.gov.uk/visiting/building-and-construction/planning-and-cases/local-plan/req-policy/afford-development/>

**Ashfield District Council Emerging Local Plan: <https://www.ashfield.gov.uk/planning/building-control/local-plan/emerging-local-plan/ashfield-draft-local-plan-consultation-regulation-18/>

***Southampton City Vision: <https://www.southampton.gov.uk/visiting/building-and-construction/planning-and-cases/local-plan/req-policy/afford-development/>

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



David Swieton

Employment and Skills Plan Coordinator, Southampton City Council

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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

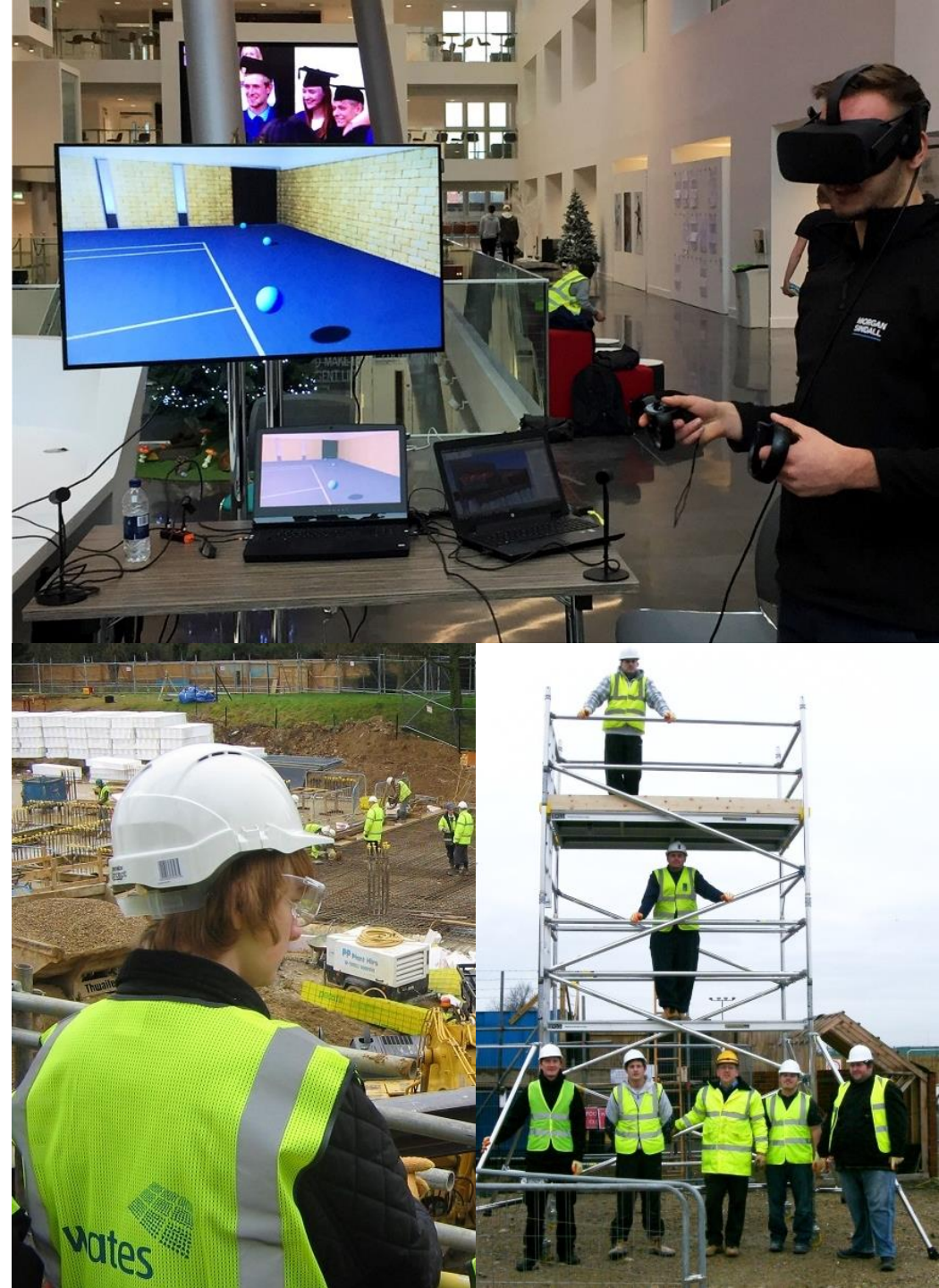


Employment and Skills Plans

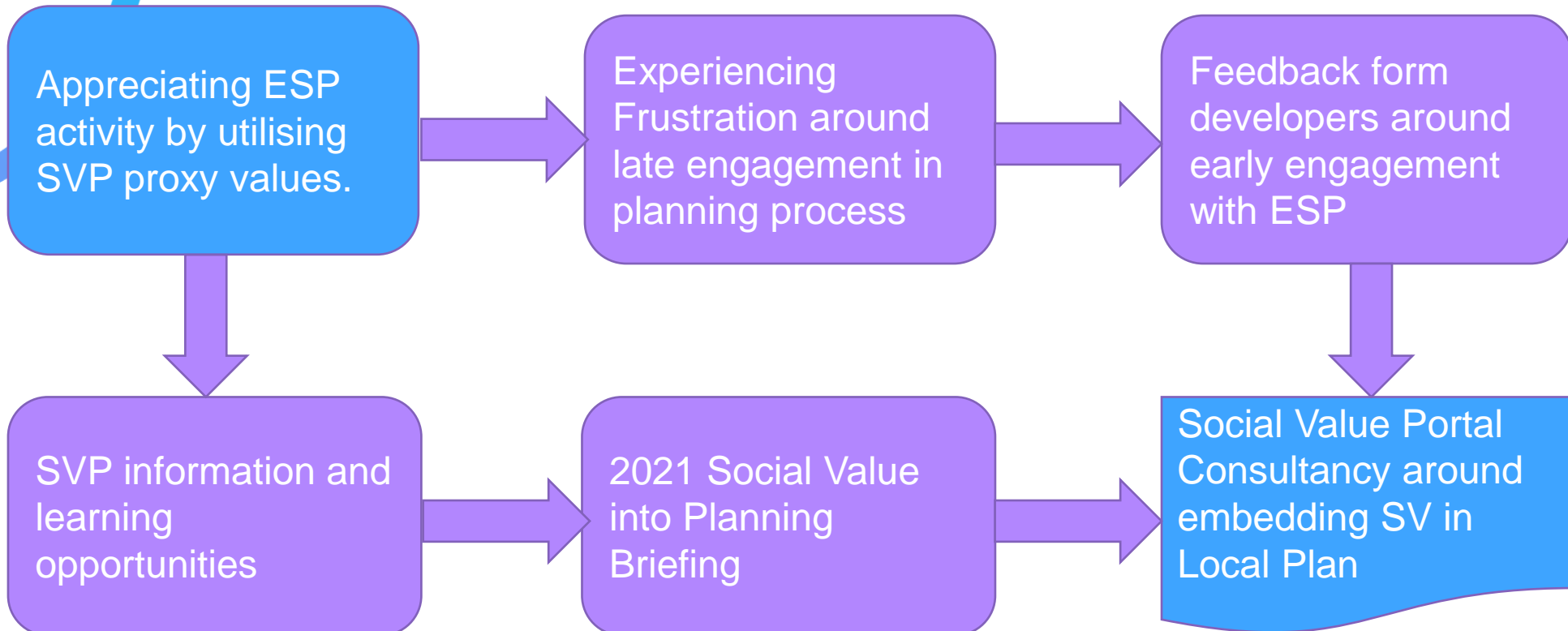
Linked to Major Developments

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



Exploring possibilities



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

SOUTHAMPTON 

Influencing the Local Plan

1. All applications for large developments must include a Social Value Statement
2. Address jobs, growth, social and environmental
3. More detailed Employment and Skills Plan drawing on themes in Social Value Statement
4. Large development definition

SOUTHAMPTON
CITY VISION
Local Plan

Draft Plan with Options

Policy ECS – Social Value and Economic Inclusion

1. Large development will be designed, constructed and operated so as to increase its social value and contribute to making Southampton a more socially and economically inclusive city. In-order to achieve this, all applications for large developments must include a Social Value Statement and a more detailed Employment and Skills Plans.
2. The Social Value Statement will address 4 themes: jobs, growth, social, and environmental.
3. The more detailed Employment and Skills Plans will draw on the themes in the Social Value Statement to demonstrate how the development will promote access to jobs for residents of the city who can have difficulty entering or returning to the labour market. They will consider the construction of the development (including the procurement of construction services); and the end use operation / occupation of the development. Financial contributions will be sought to support the preparation and implementation of Employment and Skills Plans. The construction and end use of the development must comply with the Employment and Skills Plan.
4. For this policy, large development consists of the construction of residential development of 25 dwellings or more; and the construction and end use of all retail, leisure and office development greater than 1,000 square metres, industrial development greater than 1,700 square metres, warehouse development greater than 4,000 square metres (all figures gross),

68

Local Plan Public Consultation

Which of the key objectives do you think is most important?



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

SOUTHAMPTON  **N**

David Swieton
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**Unlocking value for communities in how
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Wesley Ankrah
Director – Social Value, Savills Earth

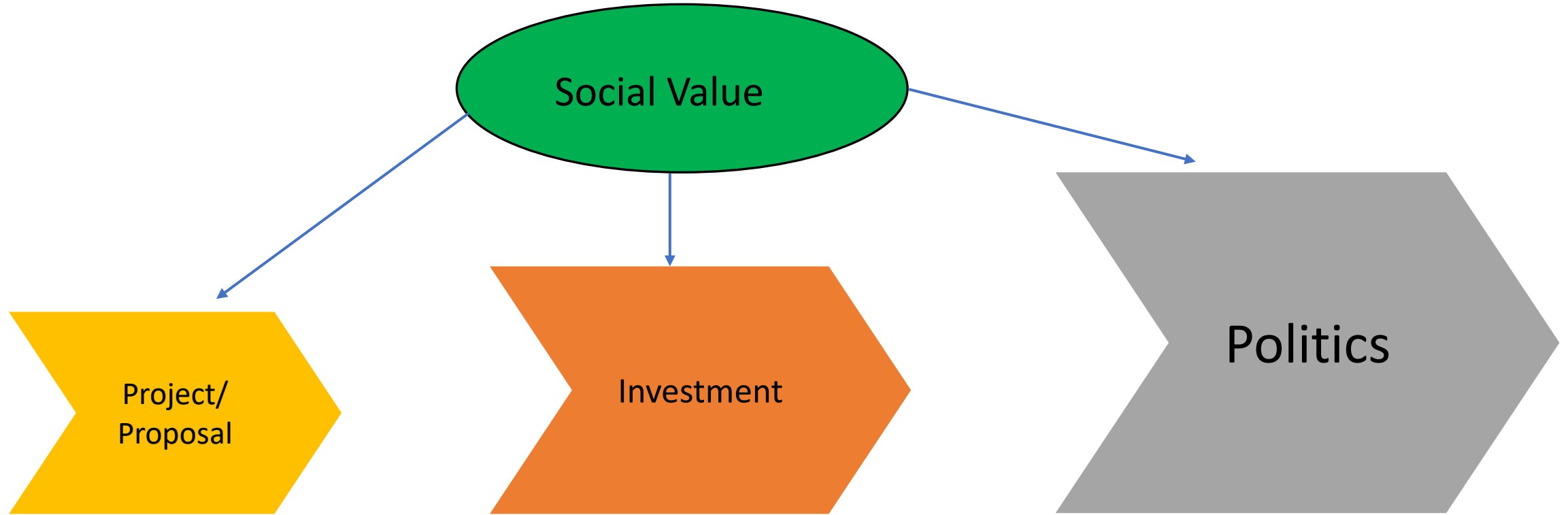
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Why does Social Value Matter?

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

<p><i>It creates a legacy</i></p>	
<p><i>It improves image and community perception of the industry</i></p>	
<p><i>Creates a sense of pride and belonging for employees of the business</i></p>	
<p><i>Its customer centric, allows education to clients and other stakeholders about what is possible</i></p>	

Social Value in Planning



RIBA Plan of Work – Where does Social Value fit?



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.



GAIA'S GARDEN
SOCIAL IMPACT

ABOUT GAIA'S GARDEN
As part of our Holborn Viaduct scheme, we partnered with creative organisation & Fusion Prize winners, Play Nice. Together we, and 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.

230 volunteers engaged in building the garden	10 creative part-time jobs for young people
25+ paid projects for creative & cultural practitioners	1500 sign-ups across events in the space

FEEDBACK FROM THOSE INVOLVED

"I've grown so much this year, becoming more involved in visual arts & had opportunities to network & build my creative skills. I've got to work with people in fashion, photography & PR who I wouldn't usually get to work with through my day-to-day work."

"I'm so proud of this bigger-than-life idea which became a physical reality. The space is so vibrant & welcoming. So often, you come up with ideas but don't know how to execute them, or you don't have the funding or people. I'm so proud that we made it happen."

"I really enjoyed collaborating & working on a tangible project with others. There have been opportunities to shadow & network with people with more experience in the creative industries. You had to use your initiative & this is something I can transfer into work."

PRESS COVERAGE
The positive impact of Gaia's Garden was covered by BBC London which had 800,000 viewers, enhancing the sense of achievement and pride felt by all stakeholders involved in the project.



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.



Photograph: 3XN, Migration Museum and Dominus

The Migration Museum is getting a permanent home in the City of London

Thank You

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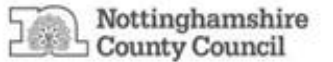
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Alison Ramsey
Social Value and Performance Manager, SCAPE

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Unlocking Value for Communities



Unlocking Value for Communities



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)



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



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.

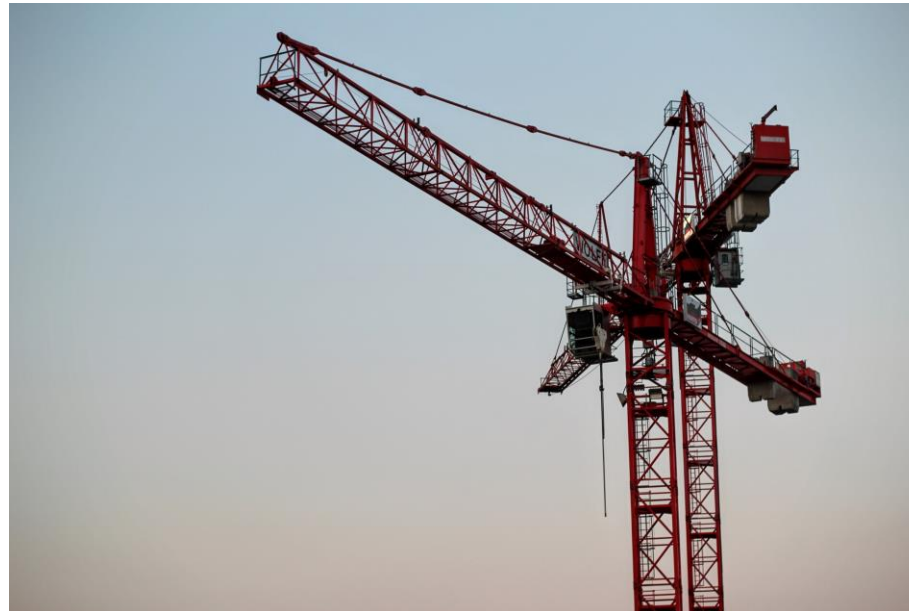


Key services and a place to hold events.



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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