



Social Value
Portal

Embedding Social Value into Planning

10th November 2021

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**Social Value
Portal**

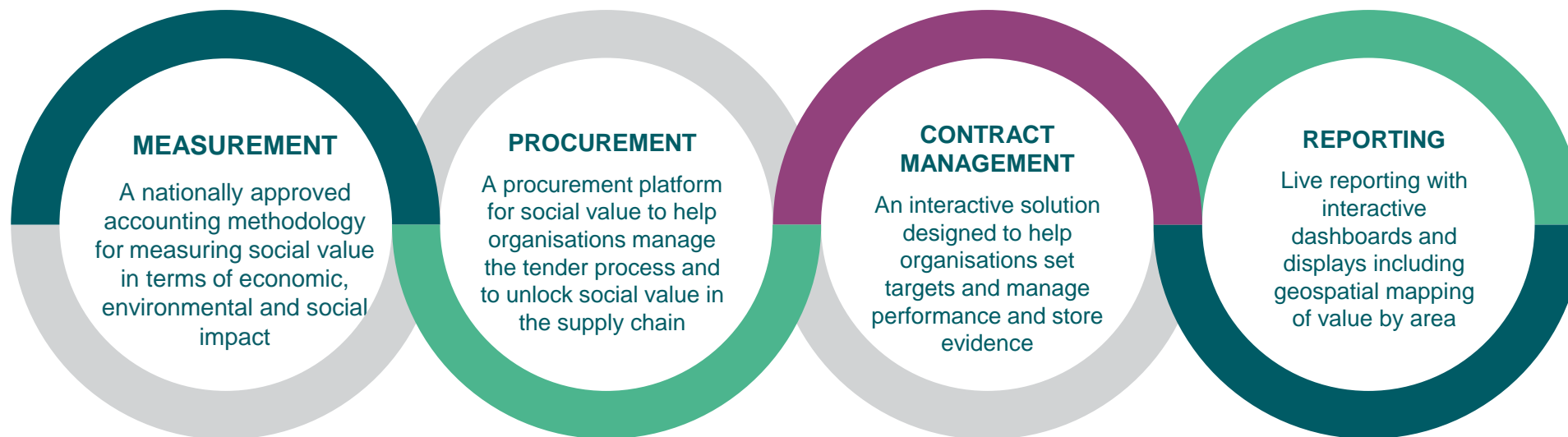
An Introduction to SVP and Measuring Social Value

Social Value Portal : An Introduction

The Social Value Portal provide an online solution for 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.



National Social Value Taskforce

The National Social Value Taskforce - www.nationalsocialvaluetaskforce.org - was formed to create a single measurement solution for social value.

- **Chaired by Local Government Association**
- **Supported by Cabinet Office, DCMS and Crown Commercial Service**



National Social Value Measurement Framework



**5 Themes + 20 Outcomes + 48 Measures
(National TOMs)**



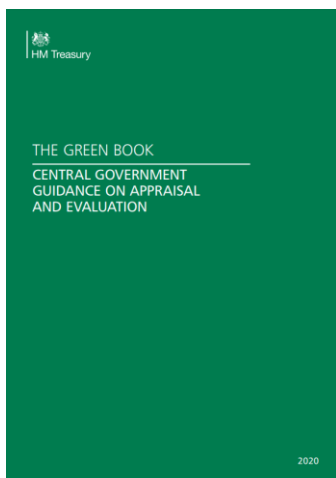
sustainability • community focussed • public, private, third sector

PROCUREMENT MEASUREMENT REPORTING

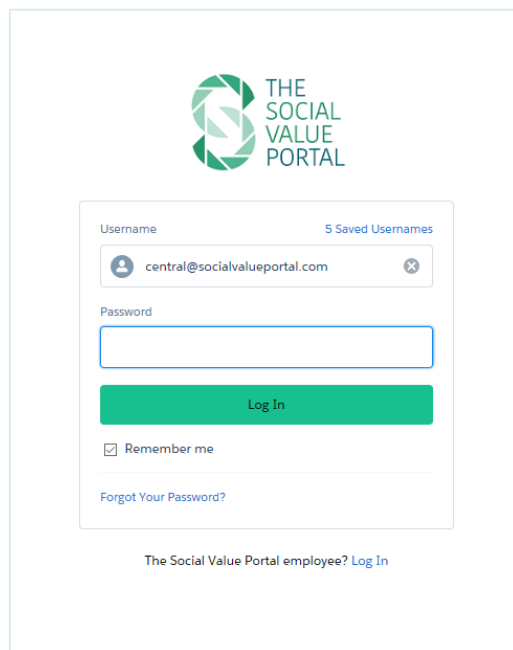
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One Measurement Reporting Standard

Provides a consistent measurement solution
Creates a level playing field for business
Allows benchmarking and comparability
Mapped against the UN SDGs



Our Cloud-Based Platform



Social Value Portal

ABC ABC

- Overview
- Account
- Projects
- Suppliers
- Social value records
- Reports
- Tasks 1
- Updates 2
- TOOLS
- Social value calculator
- Report Generator
- User Management
- Resources
- Messages
- Setting
- Feedback
- Help

OVERVIEW
Jane Doe

Time Period: Year to date

Total Value Delivered

Target: **£ 100,000**

Delivered: **£ 75,000**

Pending Verification: £ 35,000

75%

Commitment Delivered

Value Delivered by type

<p>Social Value</p> <p>£ 20,000</p> <p>80%</p> <p>Target: £25,000</p>	<p>Local Economic Value</p> <p>£ 55,000</p> <p>73%</p> <p>Target: £75,000</p>
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Social & Local Economic Value Add

Total Contract Value: **£ 150,000**

Delivered: **£ 75,000**

50%

Social & Local Economic Value Add

Social Value Progress by Themes

Delivered: **£ 75,000**

27% Jobs

27% Innovation

6% Growth

20% Environment

20% Social

Delivered Social Value by Themes

100%

Target: £ 20,000

Delivered: £ 20,000

Jobs

25%

Target: £ 20,000

Delivered: £ 5,000

Growth

75%

Target: £ 20,000

Delivered: £ 15,000

Social

75%

Target: £ 20,000

Delivered: £ 15,000

Environment

100%

Target: £ 20,000

Delivered: £ 20,000

Innovation

Live Projects 45

Currently running 45 projects

<p>10</p> <p>Bid</p>	<p>25</p> <p>Manage</p>	<p>10</p> <p>Measure</p> <p style="font-size: small;">Closed Projects: 28</p>
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Recent Updates

- Social Value Record Submitted *Birmingham office* Today at 18:00
- Social Value Record Submitted *Office Asset 2020* Yesterday at 19:00
- Social Value Record Submitted *Office Asset 2020*

Top 5 Projects by My Favourites

Project name	Progress	Delivered	Target	End Date
Office Asset 2020 by Building Supply	On-track	£ 65k	65%	£ 65k 10 Jan 2022
Birmingham Office by Alan & James	At-Risk	£ 10k	25%	£ 10k 10 Dec 2022
Cleaning Services by Handy Man	On-track	£ 8k	15%	£ 8k 1 Dec 2021
Building Services A by KPMG	On-track	£ 5k	10%	£ 5k 1 June 2023
Building Services C by Jane Cleanings	Off-Track	£ 5k	10%	£ 5k 1 June 2021

Example Dashboard

Social Value Summary

TOMs Usage

Account Level 1
All

Account Level 2
All

Account Level 3
All

Overall Theme

Search for values...

Show Selected (0)

Economic

Environmental

Other

Project

Search for values...

back to results

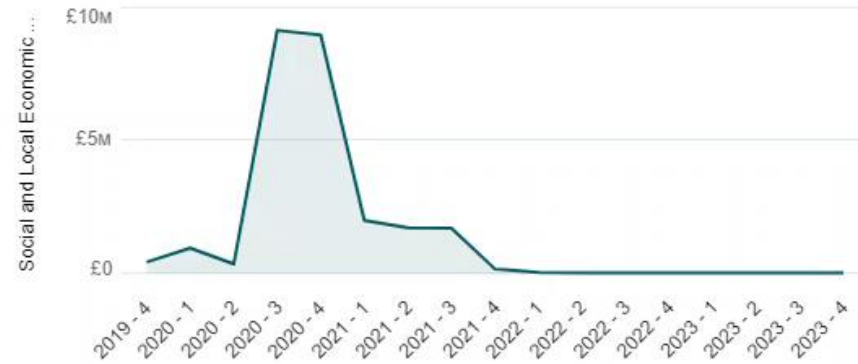
No available options

Regional TOMs Delivery

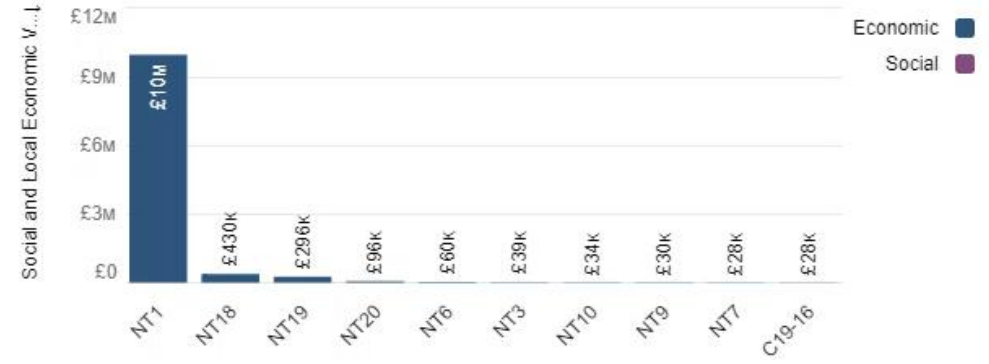
Top 10 TOMs by Usage



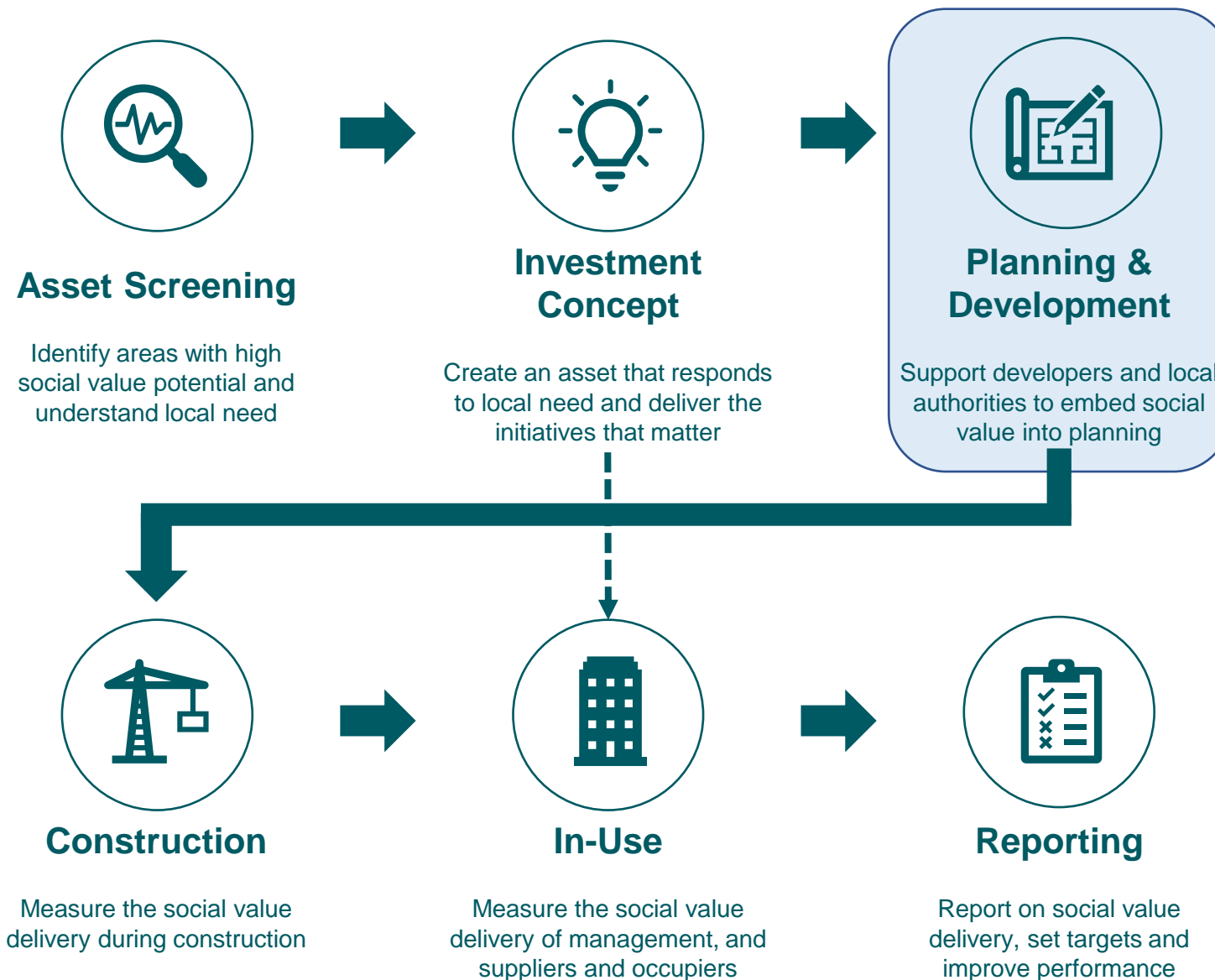
Social and Local Economic Value Over Time



Top 10 TOMs by Social and Local Economic Value



Maximising Social Outcomes Throughout the Real Estate Lifecycle





**Social Value
Portal**

Embedding Social Value into Planning

Planning Taskforce



Embedding Social Value into Planning Briefing Paper

What is it?

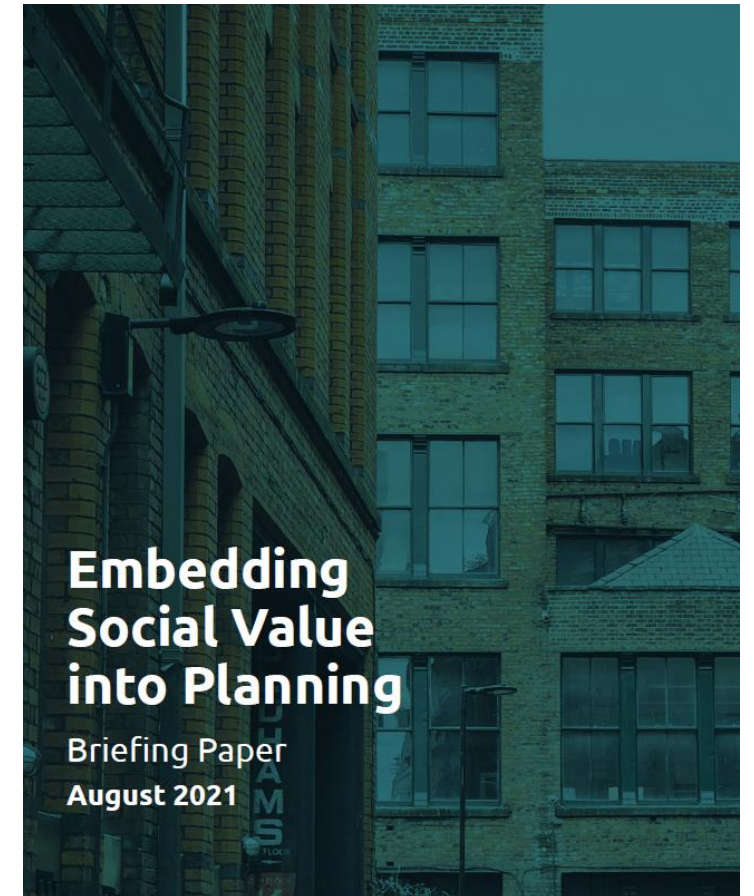
The result of over 9 months of collaboration from over 30 organisations across the planning, development and design communities through the Embedding Social Value into Planning Taskforce.

What does it show?

It shows that all parties have steps they can take to work together to embed social value into the planning process to help our communities recover, deliver better places to live and work to rebuild trust.

What does it cover?

- Guidance for councils on the options they have available to them to embed social value into their planning policy
- Guidance for developers on how they can use the National Planning Policy Framework (NPPF) to submit a Social Value Statement and ensure it is considered as part of the planning submission
- Examples of best practice to illustrate the progress being made by some over and above planning compliance



[Embedding Social Value into Planning Briefing Paper August 2020](#)

Our Key Findings

The best way to embed social value into planning is through a Local Plan

Where this is not possible due to time constraints then our work shows that

“....the prevailing legislation combined with existing council policies provide the council with the ability to request a Social Value Statement from Developers as part of the planning application and for this information to be taken into account as a part of the legitimate planning process”

Social Value Statement

What is it?

A Social Value Statement demonstrates a developer's understanding of local needs, and commitment to addressing these through measurable social value outcomes which apply across all stages of a development's lifecycle.

What are the benefits?

- Improves transparency through providing clear social value commitments which can then be measured and managed across the development lifecycle
- Provides an important opportunity for local communities to be involved in influencing planning applications, as community consultation is key to feeding into the creation of a place-based social value strategy

What should it include?

Key chapters should include

- Policy review
- Local Needs Analysis
- Social Value Measurement Framework
- Social Value Action Plan (including targets for design, construction, occupation and estate management)

Maximising Social Value at Devonshire Gardens

First Base and RPMi Ralpen are committed to driving value for the current and new communities at Devonshire Gardens and the local community in central Cambridge.

To ensure that social, economic and environmental benefits - known as social value - will be maximised for all local stakeholders, First Base in conjunction with the Social Value Portal and WSP have undertaken significant research into the local area, with an emphasis on the key social value themes.

Understand Local Needs → **Develop a Strategy** → **Set Targets**

- Listen to local stakeholders
- Address local priorities
- Be ambitious and transparent
- Conduct research
- Identify partners
- Drive best practice

Social Value

Maximising Social Value at Devonshire Gardens

First Base and RPMi Ralpen are committed to driving value for the current and new communities at Devonshire Gardens and beyond.

A modern, mixed-use and highly sustainable community, comprising a new public park, homes, workspace and community amenities with social value at its heart.

Benefits during Construction

Extensive construction phase will generate benefits to the local economy and community

Over £12.4 million of social, economic and environmental value could be generated over 2 years of construction.

- 235 on-site construction jobs
- 88 weeks training opportunities
- £100,000 annual expenditure locally
- £35M Construction GVA
- Over £150,000 social value created through embodied carbon reduction value
- Over 260 supply chain jobs supported

Long-Term Benefits

Once fully built, Devonshire Gardens will generate significant social value

Over £268m of social value could be generated over 20 years of occupation and estate management following the construction phase.

Engaged Communities

- Over £13.7M annual added social and local economic value
- Up to 707 on-site FTE* jobs
- 431 additional jobs in supply chain
- £61.7M GVA per year
- 1,134 annual volunteer hours

Economic Boost

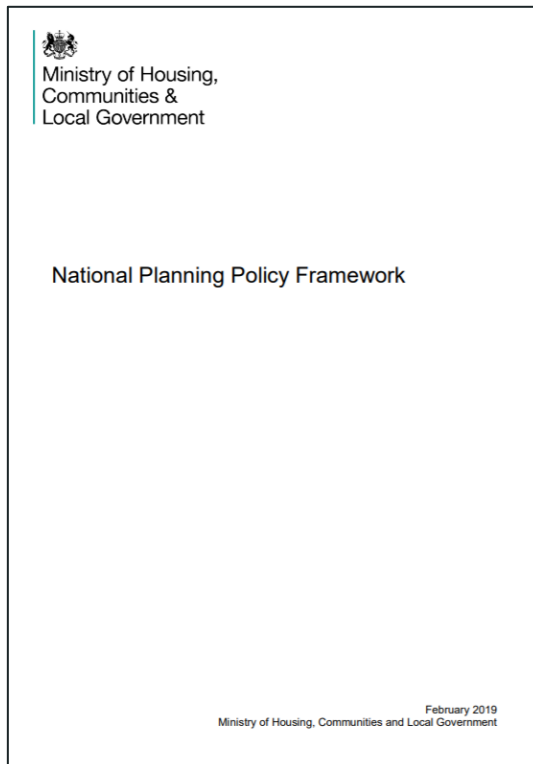
- £1.6M household expenditure annually
- £635,000 work expenditure annually
- £1.2M council tax and business rates
- 2,927 weeks training opportunities annually

Integrated Neighbourhoods

- 100 new homes
- 20% affordable homes
- Over 17 FTE* jobs for disadvantaged people
- 35% biodiversity net gain

Relevant Legislation – England

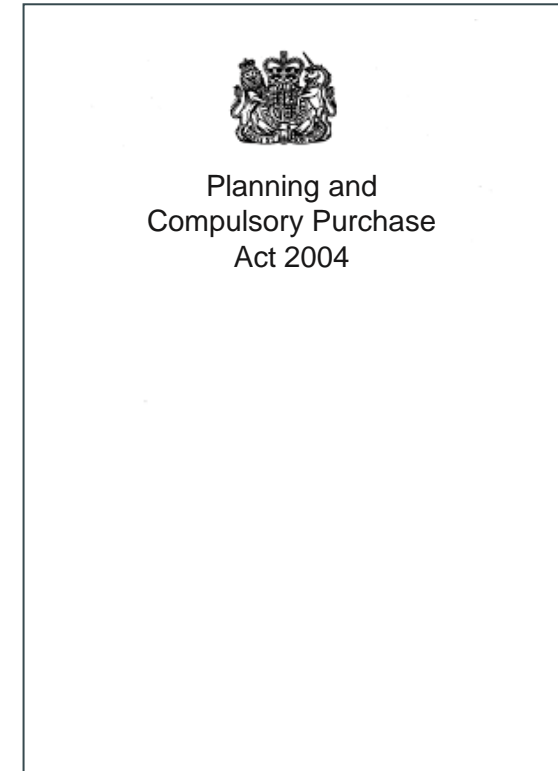
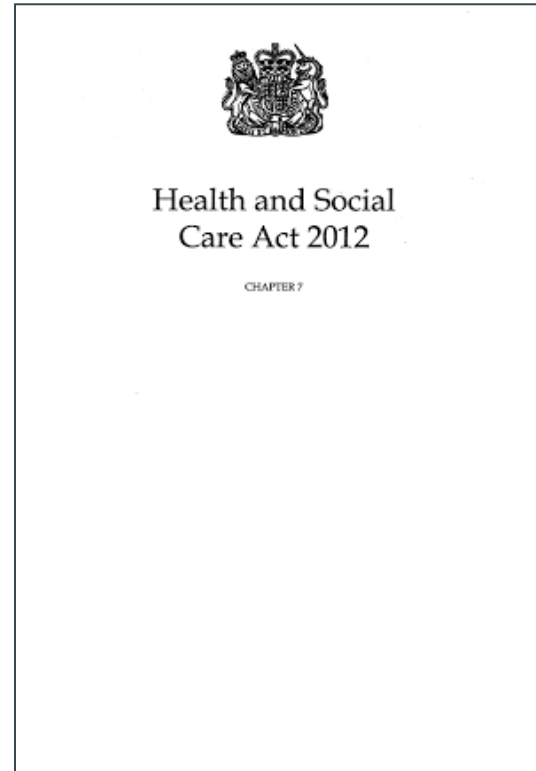
“The purpose of the planning system is to contribute to the achievement of sustainable development, where sustainable development is defined as economic, environmental and social wellbeing of communities”



Social Objective
to support strong, vibrant
and healthy communities

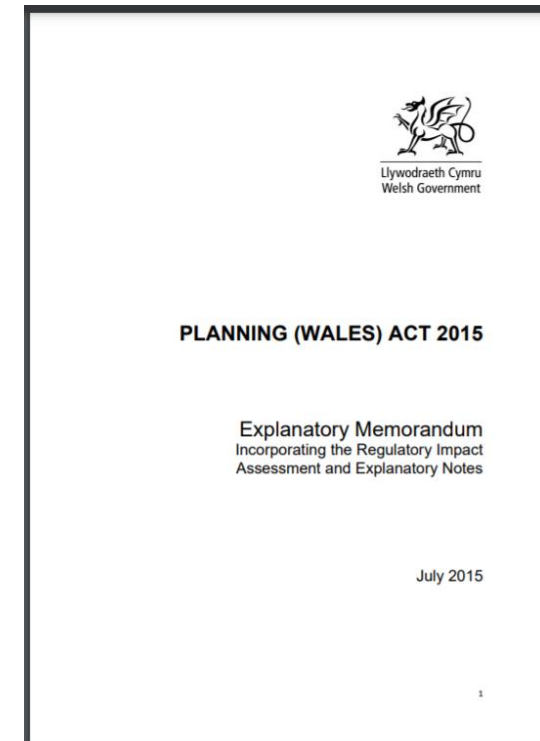
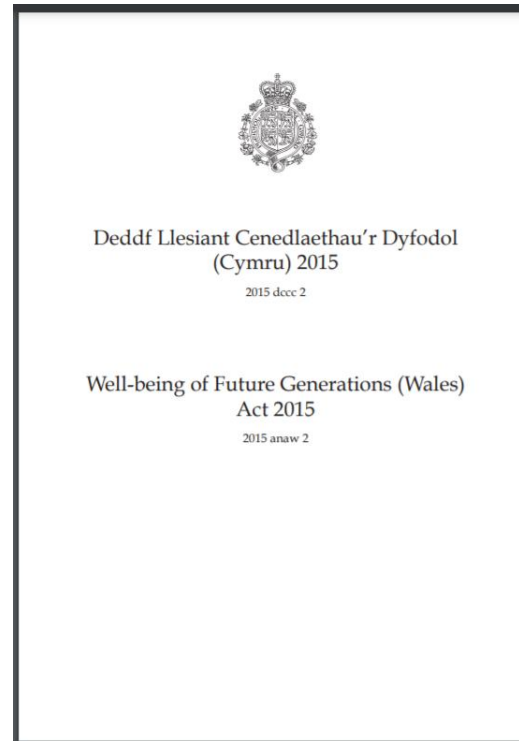
Environmental Objective
to contribute to protecting
and enhancing our
natural, built and historic
environment

Economic Objective
to help build a strong,
responsive and
competitive economy



Relevant Legislation – Wales

“A permissive statutory environment is provided by the combination of the PPW and the Wellbeing of Future Generations Act which provide the necessary permissions and rationale for planning authorities to require a Social Value Statement to explain how the development meets the principles of sustainable development (which holds the same definition as social value) and responds to the 7 Well-being Goals.”



Key Recommendations – Public Sector

There are several options available to councils to embed a requirement for social value in planning:



Local Plan

Embed social value in the local plan and include:

- Guidance on what a Social Value Strategy should include
- Guidance on how the Social Value Statement would be assessed
- Guidance around measurable criteria
- Development viability considerations



Social Value Policy

Develop or update their Social Value Policy to specifically refer to the Health and Wellbeing Strategy, underpinned by the Joint Strategic Needs Assessment (JSNA) and links to the broader council corporate objectives



EIA

For developments over a certain size and where an EIA is required, councils can ask for a social value response as a part of this extended reporting regime



Validation List

Councils should update their Validation Checklists that cover the submission details of what must be submitted with planning applications specifically relating to social value



Contractualise

Councils should contractualise social value commitments that meet the three tests to ensure benefit realisation from the Social Value Statement and build trust for local communities. This can be done using S106, planning obligations or conditions

Key Recommendations – Private Sector

A Social Value Statement aims to outline the Social Value Strategy for the project, and at its core should ensure that local needs are met in a structure and efficient way. Therefore, developers should:



Understand local needs

The starting point for every social value strategy should include deprivation analysis and a policy review to understand local needs. Developer's should use local needs and priorities to inform their commitments within a Social Value Statement



Involve the community

The Social Value Statement should be informed through stakeholder and community consultation initiatives to support or discount requests



Include measurable outcomes

The Social Value Statement should include measurable outcomes so that progress can be tracked



Commit to regular reporting

Developers should commit to regular and transparent reporting of the delivery of social value commitments outlined in the Social Value Statement to build trust with the local community



Agree a remediation schedule

For those social value commitments that form part of a contractual agreement, developers should agree to a Remediation Schedule in case of non-delivery to build trust between the developer and council

What's Happening Now?

Embedding social value in the Local Plan

Adding social value to the Validation List

Using SPD's to request the inclusion of Social Value Statements

Contractualising social value through S106



Salford City Council

ISLINGTON

Our Services

LOCAL NEEDS
ANALYSIS



COMMUNITY
CONSULTATION



PLACE-BASED
STRATEGY



POLICY & VALIDATION
CHECKLIST



SOCIAL VALUE
STRATEGY & STATEMENT



MEASUREMENT &
REPORTING





**Social Value
Portal**

Thank you

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