

Measuring the economic  
impact of corporate activities

**LICHFIELDS**



# Footprint



**LICHFIELDS**

**Lichfields is the  
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We've been helping create great spaces  
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# Footprint

## Measuring the economic impact of corporate activities

The development industry has an essential role in providing the investment needed to support economic growth. Leading organisations increasingly want to take a strategic perspective of the contribution they make to the national and local economy through their development portfolios and investments.

Assessing an economic 'footprint' provides the opportunity to quantify the benefits and impacts of corporate activities and operations. It is an essential part of measuring the value added by an organisation and can be applied in a number of contexts including corporate social responsibility reporting, communicating wider value to stakeholders (investors, local councils, government) and providing differentiation from competitors.



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# How Lichfields can help

The Footprint framework has been developed by Lichfields to help our clients assess the socio-economic footprint of their assets and activities.

Footprint is a flexible and scalable framework, designed to measure the socio-economic contribution of development sector activities across a range of direct, indirect and wider impacts, broadly grouped into the following key themes:

- contributing to the **built environment**
- creating **jobs** and **expenditure**
- supporting **public resources** and **services**
- building **sustainable communities**

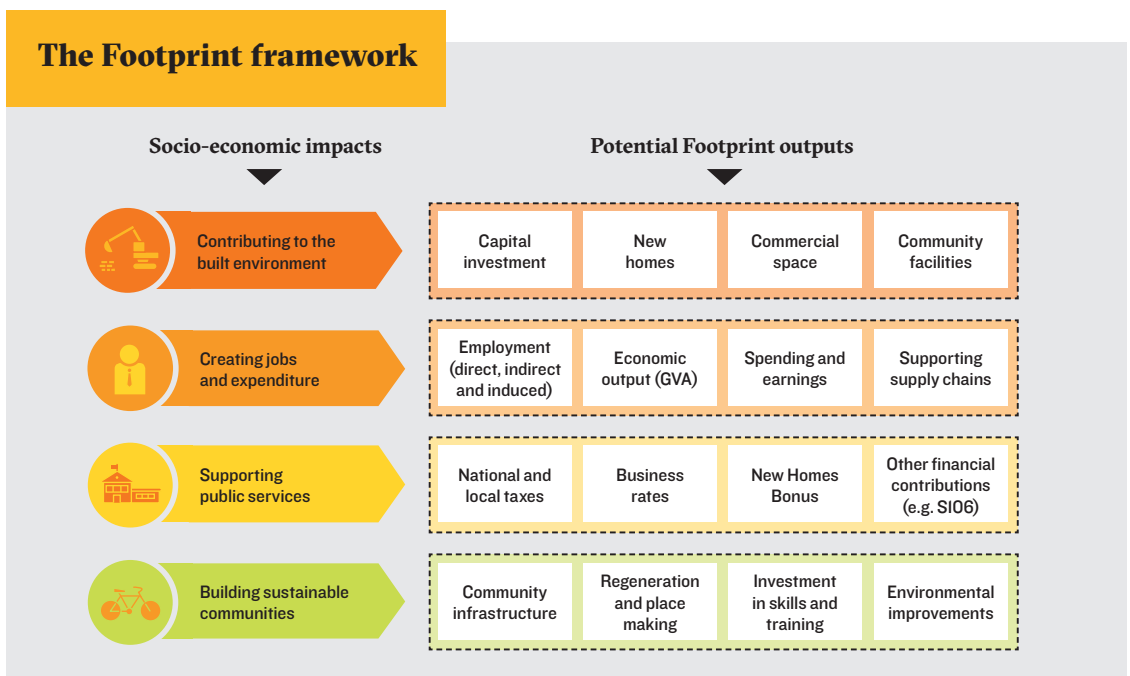
Footprint analysis draws on the latest data, national best practice and guidance, and can be carried out for:

- **company-wide** and/or **divisional operations**

- a **portfolio of sites, assets** or **developments**
- **individual development schemes**
- **industry-wide activities**

It builds on Lichfields' unparalleled track record of economic impact assessment and supporting our clients to maximise and clearly evidence their impact on economic growth and performance. It has been successfully applied to some of the largest companies in the sector including commercial developers, housebuilders and industry representatives.

We use our polished suite of graphics tools to present footprint analysis in a visually appealing way, through clear and user-friendly outputs such as infographics.



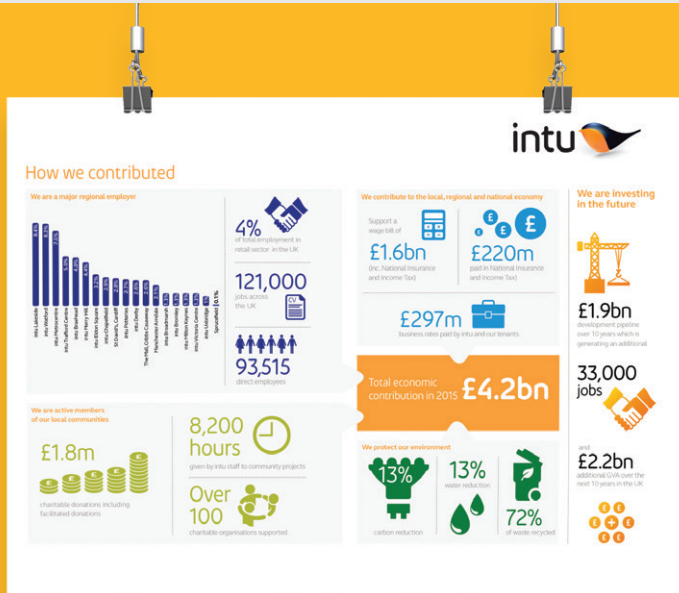
## Example outputs

Footprint conveys key messages through a creative range of formats and outputs



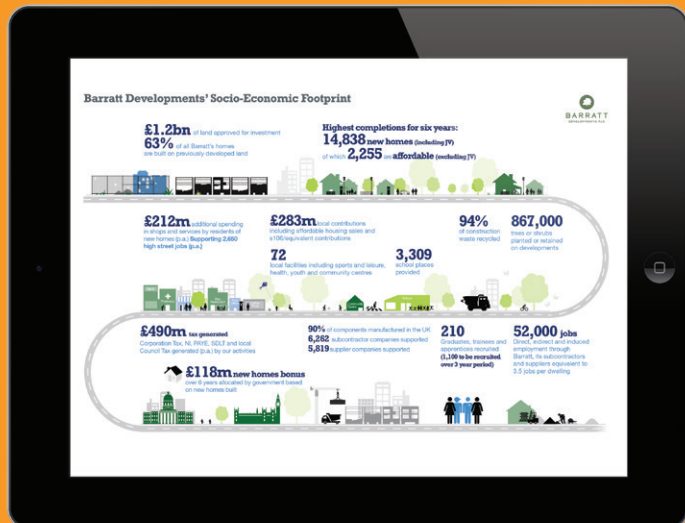
**We're proud to be a major long term employer and investor in the UK regions and cities where we operate and our work with Lichfields allows us to demonstrate how this delivers economic regeneration, city centre transformation, more customer choice and jobs.**

intu



intu  
Quantifying the combined socio-economic footprint of intu's portfolio of popular shopping destinations

**Barratt Developments PLC**  
Quantifying the socio-economic footprint of the UK's largest housebuilder at Group and Divisional level



# Footprint in action



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## CEG

Economic footprint of mixed use development and investment portfolio.



© Scott Brownrigg

## ARM

UK economic footprint of the world's leading provider of computer microprocessor and semiconductor chips to support expansion proposals.

## Home Builders Federation

The first analysis of its kind to measure the economic contribution of UK house building.



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## Taylor Wimpey PLC

Company-wide and scheme-specific footprint analysis.

# Why use Footprint?

- 01 Understand and quantify the **total impact** of an organisation's operations
- 02 Demonstrate **added value** of development activity in a competitive market place
- 03 Strengthen **stakeholder engagement**, for example through Annual Reporting
- 04 Flexible methodology which can be applied to **company-wide operations**, a **portfolio of development projects** or **industry-wide activity**
- 05 Utilises **tried and tested tools** that have been independently reviewed and verified
- 06 **Transparent and easy to understand** outputs, suitable for communicating with different stakeholder groups
- 07 Capability to model outputs on a longitudinal basis, **for year-on-year comparisons** and **KPI monitoring**
- 08 In-house graphic design team able to produce **quality outputs** across a variety of formats including infographics



**We were very impressed with the quality of research, depth of analysis and Lichfields' understanding of the issues... They conveyed complex information in a visually appealing way.**

Home Builders Federation

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