

**Measuring the economic
impact of corporate activities**

LICHFIELDS

Economic footprint

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and development
consultancy in the UK**

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Economic 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

Economic 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**

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

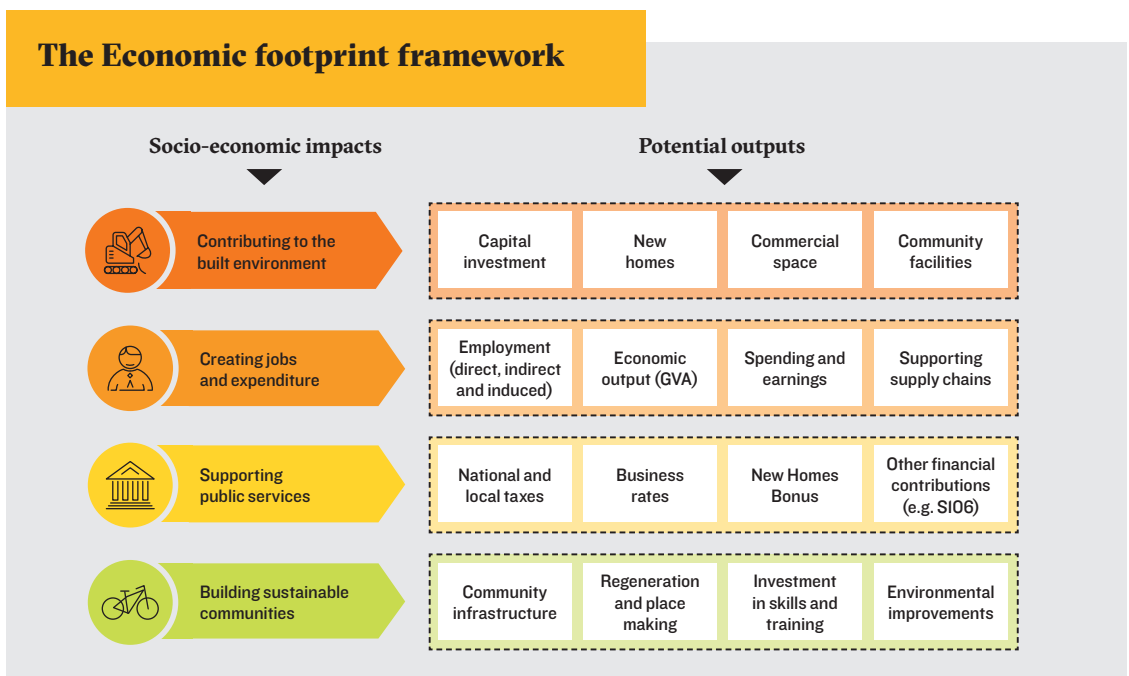
- **company-wide** and/or **divisional operations**

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

- 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 analysis in a visually appealing way, through clear and user-friendly outputs such as infographics.



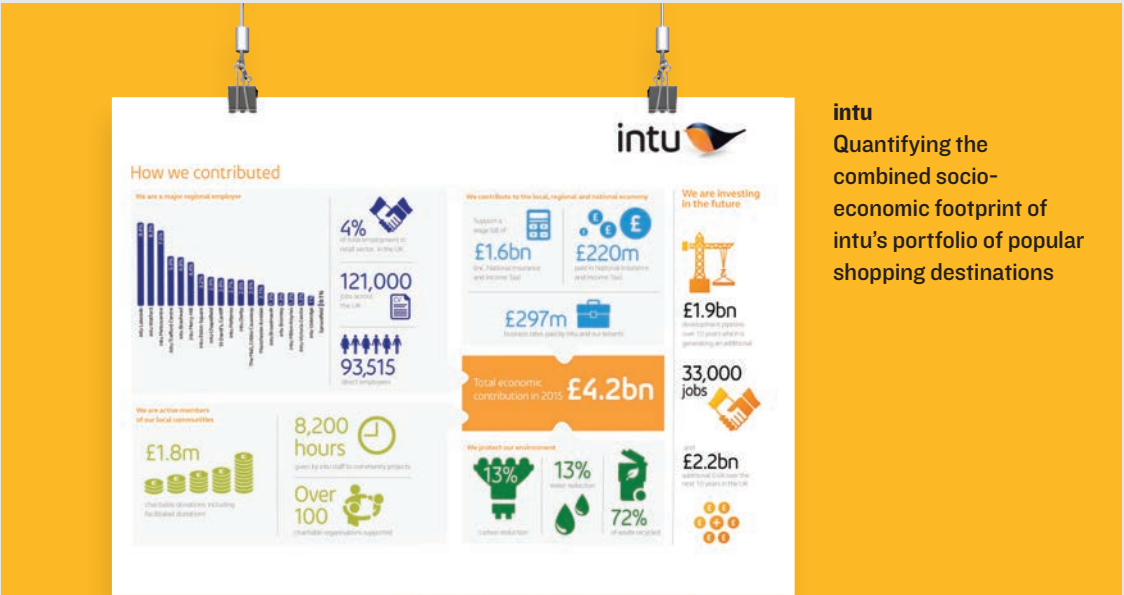
Example outputs

Economic 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



Economic footprint in action



Landsec
Measuring the economic contribution of one of the largest commercial property companies in Europe.

© Landsec



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

© Scott Brownrigg

Home Builders Federation
Industry-wide assessment of house building's economic footprint in England and Wales.



Taylor Wimpey PLC
Company-wide and scheme-specific footprint analysis.

Why use Economic 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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