

Measuring the social impact  
of development

**LICHFIELDS**

A large, stylized number '9' logo composed of two overlapping cyan semi-circles. The top semi-circle is on the left and the bottom semi-circle is on the right, creating a continuous shape.

# **Social Value**



**LICHFIELDS**

**Lichfields is the  
pre-eminent planning  
and development  
consultancy in the UK**

We've been helping create great places  
for over 50 years.

[lichfields.uk](https://www.lichfields.uk)



© iStock

# Social Value

## Measuring the social impact of development

The concept of measuring the social or socio-economic impacts of investment has started to attract greater focus and attention within the development sector over recent years.

With the Public Services (Social Value) Act 2012 and the Procurement Reform (Scotland) Act 2014 becoming firmly embedded within public procurement, this requires increasing consideration of how development can unlock social, economic and environmental benefits for different groups of society.

Leading organisations increasingly want to demonstrate specific evidence and tangible examples of the social return delivered on their investment, as part of a total impact approach to assessing their added value and social responsibility.

### Defining Social Value

“Social value refers to the wider financial and non-financial impacts of projects and programmes, including the wellbeing of individuals and communities, social capital and the environment.”

**Cabinet Office, Social Value in Government Procurement, 2019**

“The sustainable procurement duty in the Procurement Reform (Scotland) Act 2014 requires public bodies to consider and act on opportunities to achieve a positive social impact in their procurement activity.”

**Scottish Government, Measuring social impact in public procurement: SPPN 10/2020**

# How Lichfields can help

Social Value is our toolkit for helping clients assess the social contribution of their development projects.

Social Value has been developed to help our private and public sector clients assess and articulate their social, economic and environmental impact in support of:

- **Corporate social responsibility reporting**, through determining their wider socio-economic footprint;
- **Public procurement**, by demonstrating the added social value outcomes of their proposals; and
- The **planning case**, by evidencing the social impact of individual development schemes and portfolios.

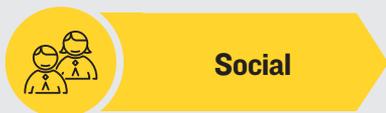
Our approach draws on best practice social value impact methodologies, and Lichfields' market-leading Evaluate and Economic Footprint frameworks for evidencing development impacts. It is underpinned by our detailed knowledge and data capabilities to give the rigour and credibility required for external assurance processes.

This expertise also draws on our experience of measuring socio-economic impacts of some of the largest and most complex development projects in the UK.

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

## The Social Value Framework

### Capturing social value



### Potential outputs

Creating jobs for local people	Supporting the upskilling of local people	Supporting the local economy	Working with local partnerships, organisations and SMEs
--------------------------------	---	------------------------------	---

Providing new homes, places to work and diverse uses	Providing new school places and sports facilities	Supporting the wellbeing of local residents and the elderly	Volunteering and community participation
--	---	---	--

Retention, protection or enhancement of the natural environment	Improving local infrastructure	Reducing energy consumption	Use of sustainable resources and minimising waste
---	--------------------------------	-----------------------------	---

## Example output

Social Value conveys key messages through a creative range of formats and outputs



The team at Lichfields always go beyond the brief and the quality of the work they produce is outstanding. The project-specific socio-economic benefit analysis and related infographics they compile for us assist in demonstrating the outputs of our major projects, which has proved critical to success.

Taylor Wimpey Major Developments

LICHFIELDS

# The Social Contribution of South Gardens

## Construction stage impacts



**£369k**  
of Social Value from Apprenticeships and on-the-job training



Give **100 people** on-the job training



Support **20 apprenticeships** across the 5 year build period

## Community wellbeing impacts

**£807k**

Social Value of new sports pitches



**£754k**

Social Value of improvements to local environment



**£158k**  
Annual NHS savings through 80 extra care beds



**200** new homes provided



**£27.7m**

Total Social Value Contribution

## Employment impacts

Support **134 Direct FTE** jobs per year



Generate **£22m** economic output (GVA) per year

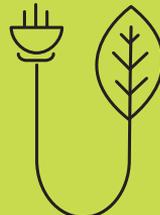


Support **202 jobs** in the supply chain



## Environmental sustainability impacts

**150** Energy efficient homes offering residents net zero carbon living



**2,000 sq.m** of open space



**60%** recycled building materials used



# Social Value in action

## MEASURING SOCIO-ECONOMIC PROSPERITY

**Be First Regeneration (London Borough of Barking and Dagenham)**  
Regeneration impact framework to monitor social and community impacts of major development schemes in the Borough



© alamy



© iStock

## EAST HALEWOOD SOCIAL VALUE STRATEGY

**Redrow Homes and Bellway Homes (North West)**  
Demonstrating positive social value actions and outcomes associated with the East Halewood Sustainable Urban Extension in Knowsley

## REGENERATION TRACKER AND TOOLKIT

**East Hampshire District Council**  
Quantifying the social inclusion and community wellbeing impacts of the Whitehill & Bordon Green Town



© iStock



## SOCIAL IMPACT AND SUSTAINABILITY ASSESSMENT

**Encirc Ltd**  
Demonstrating the economic, environmental and social impacts supported by the operation of Encirc's Elton facility, one of the world's largest glass container design, manufacturing, bottling and logistics sites

# Eight reasons to use Social Value

- 01 Create **bespoke social value strategies**, tailored to your project or portfolio
- 02 We integrate social value with our **development expertise** to inform the wider strategy and case-making
- 03 Based on **industry best practice methods** for measuring social value to ensure outputs are transparent, robust and credible
- 04 Capability to model outputs on a longitudinal basis, for **year-on-year comparisons**
- 05 Integrates with Lichfields' market-leading **Evaluate** and **Economic Footprint** methodologies for assessing economic impacts
- 06 **Transparent** and **easy to understand** outputs in a range of formats, suitable for engaging with different stakeholder groups
- 07 In-house graphics team able to produce **quality creative outputs** across a variety of formats including infographics
- 08 Applicable to **individual projects, policy formulation, Corporate Social Responsibility** and public procurement



**We were very impressed with the quality of research, depth of analysis and Lichfields' understanding of the issues.... Their final report was user-friendly and made use of visual tools such as infographics to convey complex information in a visually appealing and digestible way.**

Home Builders Federation

# Contacts

Speak to your local office or visit our website.

## Birmingham

Jon Kirby  
jon.kirby@lichfields.uk  
0121 713 1530

## Bristol

Andrew Cockett  
andrew.cockett@lichfields.uk  
0117 403 1980

## Cardiff

Simon Coop  
simon.coop@lichfields.uk  
029 2043 5880

## Edinburgh

Nicola Woodward  
nicola.woodward@lichfields.uk  
0131 285 0670

## Leeds

Justin Gartland  
justin.gartland@lichfields.uk  
0113 397 1397

## London

Ciaran Gunne-Jones  
ciaran.gunne-jones@lichfields.uk  
020 7837 4477

## Manchester

Colin Robinson  
colin.robinson@lichfields.uk  
0161 837 6130

## Newcastle

Ross Lilloco  
ross.lilloco@lichfields.uk  
0191 261 5685

## Thames Valley

Daniel Lampard  
daniel.lampard@lichfields.uk  
0118 334 1920

## Related products



### Economic Footprint

Measuring the economic impact of corporate activities



### Evaluate

Making the economic case for development

#### Disclaimer

This publication has been written in general terms and cannot be relied on to cover specific situations. We recommend that you obtain professional advice before acting or refraining from acting on any of the contents of this publication. Lichfields accepts no duty of care or liability for any loss occasioned to any person acting or refraining from acting as a result of any material in this publication. Lichfields is the trading name of Nathaniel Lichfield & Partners Limited. Registered in England, no.2778116. Registered office: The Minster Building, 21 Mincing Lane, London, EC3R 7AG © Nathaniel Lichfield & Partners Ltd 2021. All rights reserved.