

Social value assessments are attracting growing attention as an alternative way of quantifying, reviewing and prioritising organisational investment and decisions. The public sector is increasingly requiring the private sector, whether as partners or in development proposals, to demonstrate added social value.

Social value assessments can be used for a range of purposes including:

- To demonstrate the benefits of development proposals and planning applications
- In support of bids to be partners with public sector organisations
- To assess the social value of your supply chain
- To assess policies, programmes and plans
- For corporate social responsibility and auditing purposes.

There are many benefits from considering social value when planning a development. It can help companies speed up the planning process, boost their chances of winning public sector procurement tenders (e.g. to be development partners), and improve relations with local councils. In addition, demands for planning obligations (S106) could be reduced if communities and local government believe a project is making a valuable contribution to the public good.

What is Social Value?

Social Value was introduced as a voluntary code for the public sector in the Public Services (Social Value) Act 2012. Since then it has achieved considerable and growing attention with an increasing number of both public and private sector organisations adopting its approach. Several local authorities are currently considering the introduction of social value into the planning process through planning conditions or obligations.

Social value covers a wide range of factors that broadly align with sustainability:

- Economic outcomes creating jobs for local people, supporting young people and the long-term unemployed into work and enhancing local skills;
- Social outcomes improving the health and wellbeing of local residents and employees, consideration of equality and diversity, promotion of the welfare of children and vulnerable adults and reduction of health inequalities; and
- Environmental outcomes protection and enhancement of the natural environment, efficient use of resources, minimising waste, and reduction of carbon emissions.



ASSESSING Social Value

Savills can help you assess social value. Our expertise in socio-economic research, costbenefit analysis and planning means that we are well placed to understand and present social value analysis in the context of the property and development sector.

Savills Experience



Airport City

We assessed the development potential for a range of land uses on a large land holding adjacent to a major UK Airport. A social value assessment identified possible community impacts that could be delivered in conjunction with the development. The value of social benefits was significant and contributed to a positive reception of the scheme.



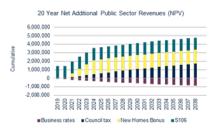
Greenburn Wind Farm

We advise on a proposed windfarm development located at a former open cast coal mine near Cumnock, south of Glasgow. The scheme will support local employment and skills, and offer contributions to a number of Community Development Trusts.



Rugeley Power Station

We supported the redevelopment of a power station site in Rugeley, north of Birmingham, which has potential to deliver circa 2,300 residential dwellings and 5 hectares of employment land and transport infrastructure improvements. The scheme proposes multiple social benefits including community facilities, education and open space.



Entertainment Venue

We prepared a social value assessment for redevelopment of a banqueting venue to a high density residential development with leisure space in Southall, LB Ealing. The scheme delivers social value through local employment opportunities, construction apprenticeships, local procurement, a community centre and public realm improvements.



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