



Social Value: Good to the core

Social value is not just about numbers but delivering meaningful change and maximising positive impact in your communities.

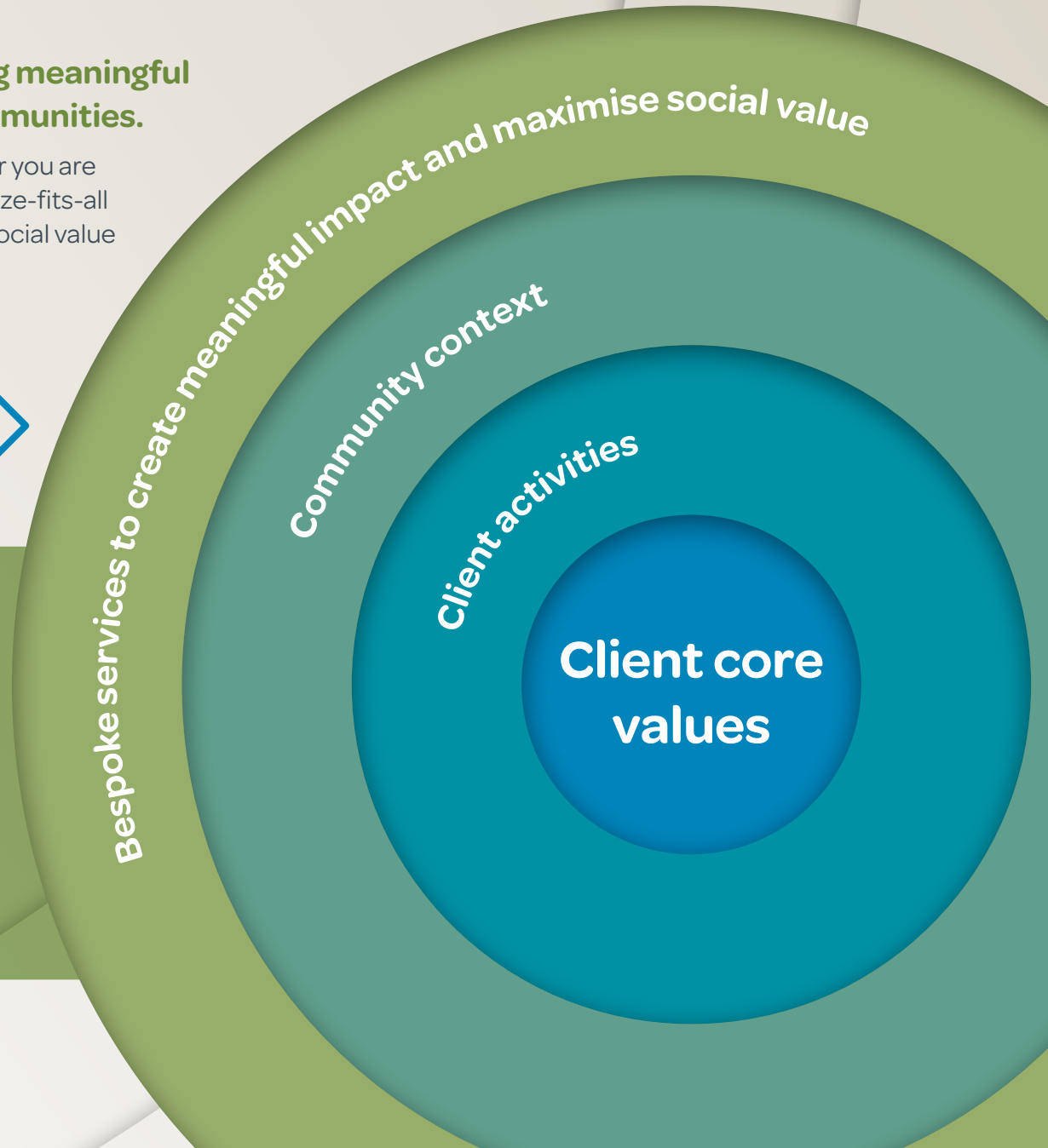
Our Social Value approach helps you to unlock your potential whether you are delivering new infrastructure, products or services. There is no one-size-fits-all when it comes to social value. What matters is that the approach to social value is *good to the core*.

Our approach

We take a tailored perspective to understand local issues and data to devise and deliver social value strategies that address the unique challenges and opportunities of each client, initiative and community.



- Community and stakeholder engagement
- Concept and strategy development
- Public affairs and PR
- Masterplanning and design
- Measurement frameworks
- Social value delivery support
- Target setting
- Qualitative and quantitative assessment
- Bid support
- Workforce training and skills
- Initiative and corporate reporting
- Monitoring and evaluation
- Local insights



What makes us different?

- ① **We are an employee-owned company committed to people, places and the planet.** Being a responsible business is part of our founding principles and values.
- ② **We have in-depth knowledge and understanding of social value in a variety of settings developed over the past decade.** This includes through the planning process and wider built environment, and product and service delivery, with an approach aligned to UK Green Building Council's Social Value Framework and HM Treasury's Green Book.
- ③ **We bring together skillsets from a variety of in-house specialisms** (inclusive economic and social regeneration, community and stakeholder engagement, environmental sustainability, design and masterplanning) to provide a holistic approach to social value.
- ④ **We prioritise real conversations with real people to back up our data and analysis processes** – leading with inclusive and accessible community engagement that goes beyond a screen to realise social value potential.
- ⑤ **We are flexible to meet your needs** – we can develop a proportionately scoped solution to your social value ambitions and your audience – and provide support for small projects through to full strategy and legacy delivery.

Case studies



Hulton Park, Greater Manchester

Client: **Peel L&P Investments (North) Limited**

We prepared a planning application and a social value assessment of a 357ha championship grade golf resort along with a new sustainable community.

The project has been designed to host major golf tournaments and deliver transformational economic and social benefits for Bolton and Greater Manchester, based around heritage, health and wellbeing, sport and tourism.



Peddimore, Birmingham

Client: **IM Properties Plc**

We supported the successful tender to act as Birmingham City Council's development partner, including setting out a clear and robust approach to delivering appropriate social value for the local communities. Following this, we led on a bespoke social value study to support the planning application. Our teams are now supporting IM Properties' delivery of their social value commitments.



Edge Hill University

Client: **Edge Hill University**

We provided a social and economic value assessment of the university's capital investment programme and ongoing activities. This included quantitative social value assessment and case studies evidencing the university's full social, sporting, leisure and cultural impacts.



Belfast Harbour Social Value Assessment

Client: **Belfast Harbour**

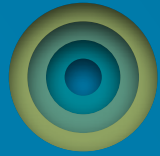
Assessment of Belfast Harbour's historic social value impact and future potential linked to planned development. This reflected Belfast Harbour's Responsible Business Strategy, which sets out its priorities for delivering lasting social impact in Belfast and beyond.



CTI Social Value Audit Tool

Client: **Columbia Threadneedle Investments**

We created a tool to measure the social impact performance of a real estate asset portfolio. The tool is scalable and applicable across a large number of assets as well as a range of asset classes including retail, industrial, office and mixed-use.



Get in touch

Our team blends experience of community engagement, inclusive regeneration, sustainability and strategy. Should you wish to find out more or discuss your requirements please get in touch:



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