



Applying Social Value

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Internal

What is Social Value?



What is Social Value?

“**Social value** is the quantification of the relative importance that people place on the changes they experience in their lives”.

Social Value UK

Social Value asks the question: “If £1 is spent on the delivery of services, can that same £1 be used to also produce a wider benefit to the community?”.

Salford Social Value

For L&G it's about the **wider impacts** of our investments and developments, including economic returns, the wellbeing of individuals, communities, wider society and the environment

Why is this important to Legal & General?

Over and above being the right thing to do...

1. Build trust, responsibility to be economically useful, whilst also delivering wider benefits to society
2. Attracting (the right) investment
3. Attracting and retaining employees

*“While young workers believe that business should consider stakeholders’ interests as well as profits, their experience is of employers **prioritizing the bottom line above workers, society and the environment**, leaving them with little sense of loyalty”*

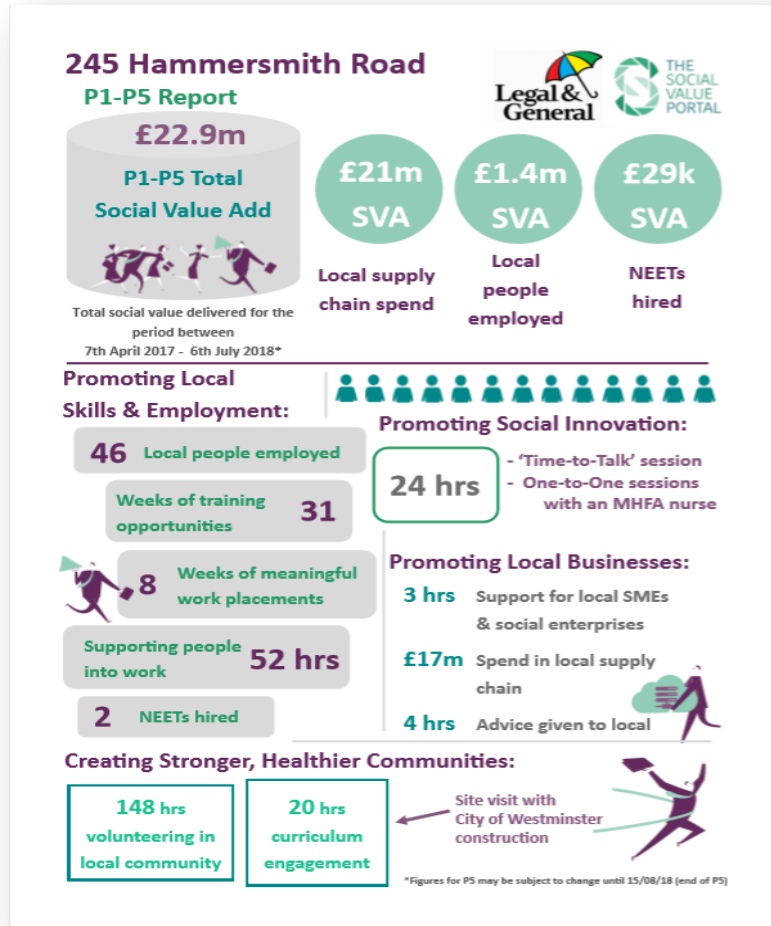
The Deloitte Millennial Survey 2018



What have we been doing?



245 Hammersmith Road



Our Method – National Social Value Measurement Framework (TOMs)

Themes	Outcomes
Jobs: Promote Local Skills and Employment	More local people in employment
	More opportunities for disadvantaged people
	Improved skills for local people
	Improved employability of young people
Growth: Supporting Growth of Responsible Regional Business	More opportunities for local SMEs and VCSEs
	Improving staff wellbeing
	Ethical Procurement is promoted
	A workforce and culture that reflect the diversity of the local community
Social: Healthier, Safer and more Resilient Communities	Social Value embedded in the supply chain
	Crime is reduced
	Creating a healthier community
	Vulnerable people are helped to live independently
Environment: Protecting and Improving Our Environment	More working with the Community
	Climate Impacts are reduced
	Air pollution is reduced
	Better places to live
Innovation: Promoting Social Innovation	Sustainable Procurement is promoted
	Other measures (TBD)



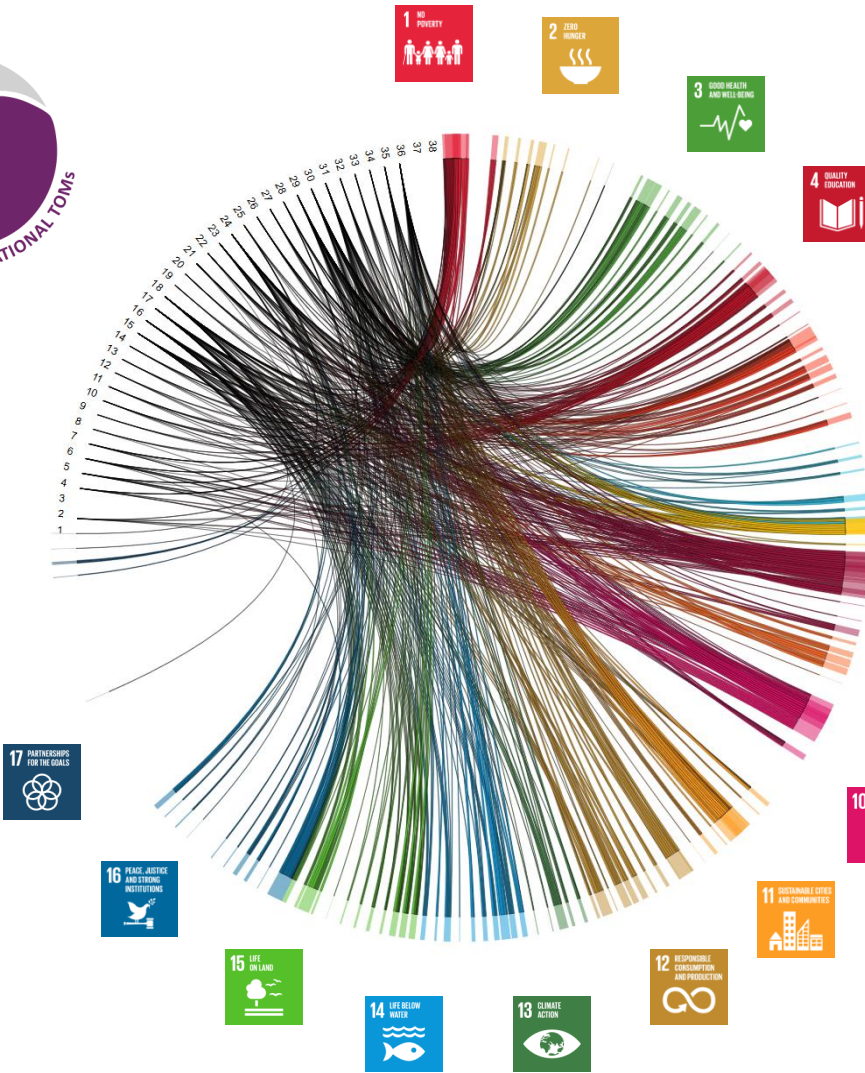
- 5 Themes, 17 Outcomes, 35 Measurements.
- Uses data from central government (green book)
- Provide a consistent measurement solution
- Allows benchmarking

The National TOMs widely adopted by local and central government

Our Method – National Social Value Measurement Framework (TOMs)

Theme	Outcomes	LG Ref	NT Ref	Measures	Unit
Jobs: Promote Local Skills and Employment	More local people in employment	LG1	NT1	No. of local people (FTE) employed on contract for one year or the whole duration of the contract, whichever is shorter.	no. people FTE
		LG2	NT2	% of local people employed on contract (FTE)	%
	More opportunities for disadvantaged people	LG3	NT3	No. of employees (FTE) taken on who are long term unemployed (unemployed for a year or longer)	no. people FTE
		LG4	NT4	No. of employees (FTE) taken on who are not in employment, education, or training (NEETs)	no. people FTE
		LG5	NT5	No. of employees (FTE) taken on who are rehabilitating young offenders (18-24 yo)	no. people FTE
		LG6	NT6	No. of jobs (FTE) created for people with disabilities	no. people FTE
		LG7	NT7	No. of hours dedicated to supporting unemployed people into work by providing career mentoring, including mock interviews, CV advice, and careers guidance -(over 24 y.o.)	no. hrs*no. attendees

Our Method – United Nations Global Goals



Further Successful Pilot Projects

Key findings:

1. Delivered a simple measurement and reporting framework
2. Property managers are already delivering SV Activities & collecting data
3. Significant value is being discovered and 'unlocked'
4. Occupier engagement has been positive but needs careful planning



£4.2m SVA
(2018)



£1.7m SVA
(2017)



£1.5m SVA
(2018)

Further Successful Projects

ready for your business to **grow?**

Let's Grow

www.graftoncentre.co.uk/growatthegrafton

Visit our website to find out the full details.



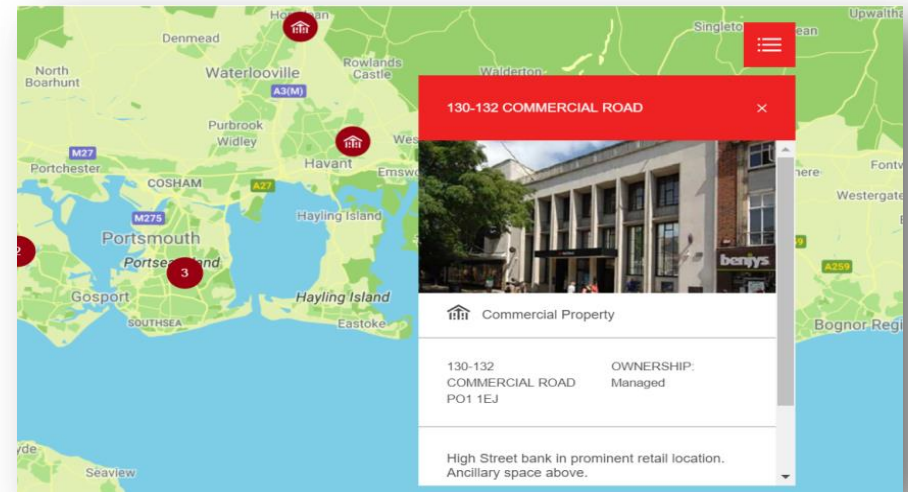
Looking Ahead

We have a commitment to measure the Social Impact of 20% of each property fund by 2020

- Establish a baseline for targeting
- Aiming for online collection and transparent reporting at asset level



The screenshot shows a news article on the Legal & General website. The article is titled "Legal & General Investment Management's real estate arm plans social value score for investments" and is dated 19 Feb 2018. The text states that LGIM Real Assets, a £24.9bn (£28bn) real estate and infrastructure arm of UK fund giant Legal & General Investment Management, has made a commitment that 20% of its commercial property holdings will have a "social value score" over the next four years. The article includes the LGIM logo and a photograph of a person in a white shirt and black tie pointing at a laptop screen displaying a map.



The screenshot shows a map interface with a red overlay for a property location. The map displays the area around Portsmouth, including locations like Denmead, Waterloooville, Rowlands Castle, Purbrook Widley, Havant, Emsw, Hayling Island, Gosport, and Seaview. A red overlay shows a photograph of a building at 130-132 Commercial Road. Below the photo, the text reads "Commercial Property" and "130-132 COMMERCIAL ROAD PO1 1EJ". To the right, it says "OWNERSHIP: Managed". At the bottom, it notes "High Street bank in prominent retail location. Ancillary space above."

Questions & Discussion

