

The Hayball logo is a stylized, white, geometric font with a grid-like pattern, set against a blue sky background.

# Social Value

Pilot Study



**Hayball acknowledge the Traditional Custodians of the land and pay respect to Elders past, present and emerging. We honour Australian Aboriginal and Torres Strait Islander peoples' unique cultural and spiritual relationships to place and their rich contribution to our society.**

**To that end, all our work seeks to uphold the idea that if we care for Country, it will care for us.**

## Executive Summary

**At Hayball, we believe that social value is the wellbeing generated through the places that we co-create with, and for communities.**

We believe that decisions made by an architect have a fundamental impact on the wellbeing of those who inhabit the space.

However, to demonstrate and evaluate how our design decisions influence the wellbeing of people and communities, architects need measurable data (Skidmore, 2021).

Currently, Australasian architectural practices do not have an established method to measure the social value of projects. There is an opportunity for architects to develop a framework and methodology to benchmark social value outcomes against the design. This will provide evidence and help the industry better understand why embedding social and wellbeing principles in the design of a project is worth the investment.

This pilot study was undertaken on CRT+YRD, a residential project completed in 2022. CRT+YRD is one of six buildings in the multi-award winning Nightingale Village, in Brunswick, Victoria.

Hayball partnered with Australian Social Value Bank (ASVB) to develop the framework, surveys and formula to monetise the social value outcomes that we intended to achieve through our design. In addition, members of the Property Council of Australia provided guidance and support throughout the process.

This report brings together a summary of our results from our pilot study which proposed a method to measure the social value of a project through qualitative, quantitative and monetised data. It outlines our methodology and key findings, and concludes with recommendations for architects.

### Acknowledgements

Hayball would like to extend our gratitude to the residents at CRT+YRD for partaking in the study. Thank you for your insights, clarity and honesty in your feedback.

And thank you to Min Seto of the ASVB for the opportunity to collaborate and for your support of this pilot study.

Front image by Tom Ross.

### Feedback

Please direct enquiries to Eilish Barry [ebarry@hayball.com.au](mailto:ebarry@hayball.com.au)

## The Pilot Study

### What is this study for?

Our ultimate goal with this study is to have a framework and measurement tool that can be utilised across sectors for comparison and engagement with our peers in the Australian architecture and design industry.

Creating a social value measurement tool that communicates the link between good design, social outcomes and financial investment tangibly, will also advocate a compelling argument for industry stakeholders to embed social value as a metric of project success.

### Why did we do this study?

#### It's who we are.

At Hayball, we are a diverse collective with shared values. We acknowledge and celebrate people in all aspects of our practice. We want to create a method so we could track our social impact as a practice.

#### It's how we design.

We place communities, both present and absent, at the heart of everything we do. We want to formalise the social outcomes we aim for in all our designs for benchmarking in our projects.

#### It makes a difference.

We believe that decisions made by an architect have a fundamental impact on inhabitant's wellbeing. We want to track and measure the impact we make on communities to improve our designs now and in the future.

#### It's coming to procurement.

Social outcomes are a key factor in state government frameworks and policies, and prevalent as mandatory criteria in procurement. We want to be a leader and advocate for demonstrating social value in architecture and design.

### What did we want to achieve?

Our pilot study aimed to explore:

- How we could design for and measure social value.
- How our designs impact those who use our buildings through quantitative and qualitative data.
- If we can monetise the social outcomes using Australian data sets and valuation methods.
- What we can learn and respond to for better design in the future.

By surveying the CRT+YRD residents, we were able to determine the positive impact of our design and address areas for improvement.

### Why Monetise Outcomes?

Often, architects have to monetise outcomes to enable them to communicate design in a way that aligns with others, such as developers or policymakers (RIBA, 2020).

There are existing methodologies which translate the social value of design into economic models, such as Social Return on Investment or Cost Benefit Analysis (CBA) (Skidmore, 2020).

**Within these models, the value of social outcomes can be monetised by using the Wellbeing Valuation methodology which looks at the amount of income that induces an equivalent change in wellbeing.**

These methods can be used to forecast the potential social value created by a development in early project stages and to confirm if this has been achieved after completion. This approach allows designers, developers, and policymakers to quantify and compare the social impact of design projects. By doing this, designers and developers can make a stronger case for socially-driven projects. In addition, they can allocate resources to where has the most positive impact on people's wellbeing.

For example, it can identify the design elements that should be incorporated, depending on the social value that it creates. For potential future residents, the measurement of social value gives transparency to ensure that the developments are liveable, socially responsible, and desirable places to live.

The Wellbeing Valuation methodology has gained global recognition as a robust approach for measuring social value, especially in the UK where it has become an industry standard. The utilisation of wellbeing values from the HACT Social Value Bank has created a standardisation provided a standard approach to the quantification of social value. These values were developed through extensive research and consultation econometric analysis which is considered best-practice methodology for policy evaluation.

In the UK, these wellbeing values are incorporated into supporting documentation for business cases and development applications. This indicates a shift from assessing developments solely on economic benefits but now with the inclusion of wellbeing benefits.

Architects in Australia do not have an established method to measure their social value in monetised terms.

By pilot testing an approach, it offers the potential for establishing standardisation, benchmarks and knowledge sharing through design. It fosters a more sustainable and socially impactful construction industry, ensuring a positive impact for future occupants and the environment.

### About the project

CRT+YRD, one of the six buildings in the Nightingale Village precinct was selected for the pilot study.

The building's name was derived from its most important feature and design element, the central courtyard.

Designed from the inside out, the thoughtfully landscaped central courtyard provides the formal mechanism to achieve a heightened sense of community, security, foster visual connection, abundant natural light, and ventilation between all the apartments.

CRT+YRD has been designed to foster the sense of belonging and community through open walkways, communal gathering opportunities and a communal laundry and drying terrace. It also focuses on the resident experience of each home, as all the dwellings provide opportunities for connection, retreat and offer flexibility of private/communal living. The building was designed to accommodate various modes of occupation with the provision for adaptable living to support residents of diverse ages and physical capacities.

Further information can be found in the Appendix.

## Our Framework

In order to demonstrate and evaluate the impact of design on people, we have curated a framework with 15 key social outcomes under our three social value pillars.

We aim to embed these social outcomes in all our projects to ensure our designs have a positive impact. We have also identified specific design strategies associated with each social outcome, aiming to achieve them through the built form and approach.

The pilot study survey followed our framework outline.

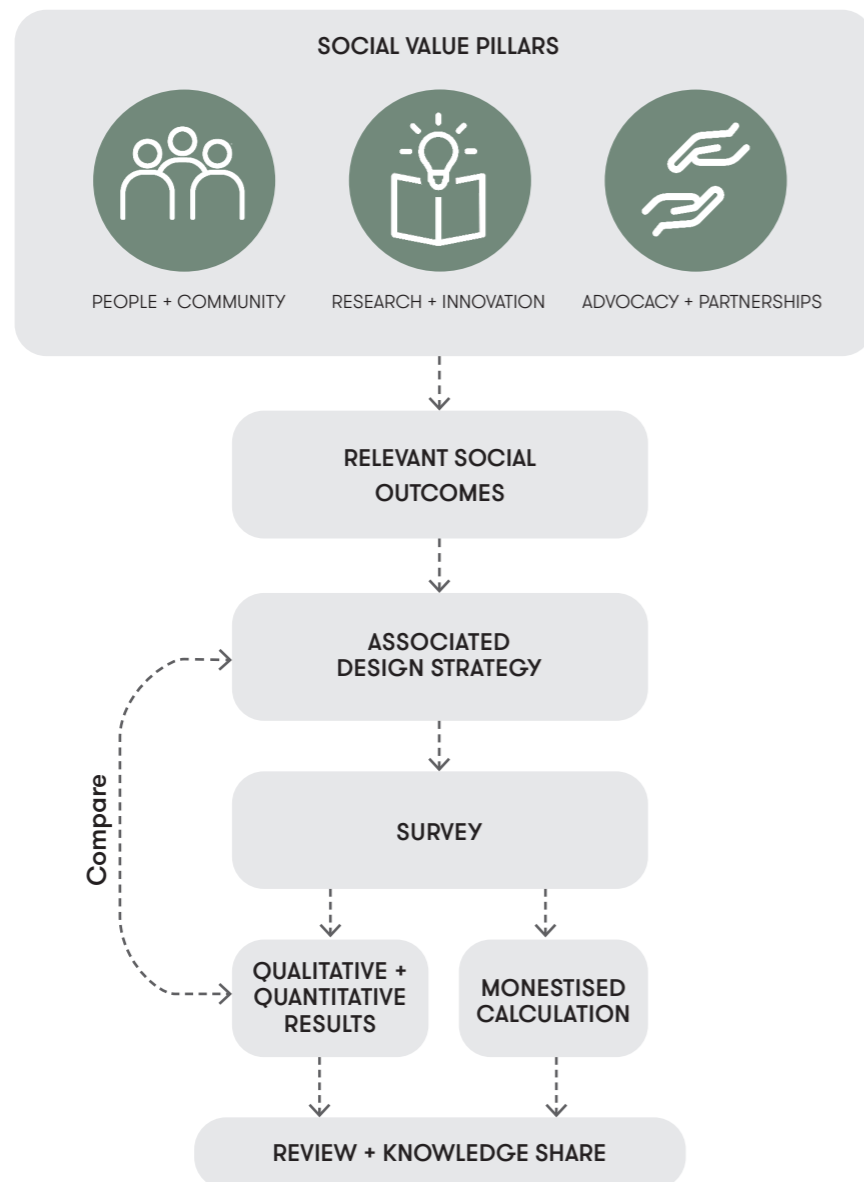
We identified relevant social outcomes appropriate for the design of CRT+YRD and correlated them with relevant design strategies. The survey included quantitative questions formed of 'before' and 'after' across the social outcomes.

The 'before' questions were included to form a baseline, in order to find out how much of the social value can be attributed to the changes made by the design.

We also provided blank sections for respondents to share qualitative answers which often yield richer details [Crossick et al, 2016] which enable us to link the occupants responses with the design strategies.

"Further, we collaborated with the ASVB to test a monetised calculation utilising Australian Wellbeing Values within the ASVB Social Value Calculator, to better understand the social value created from our designs.

The relevant social outcomes and design strategies measured in CRT+YRD are outlined in the following pages.

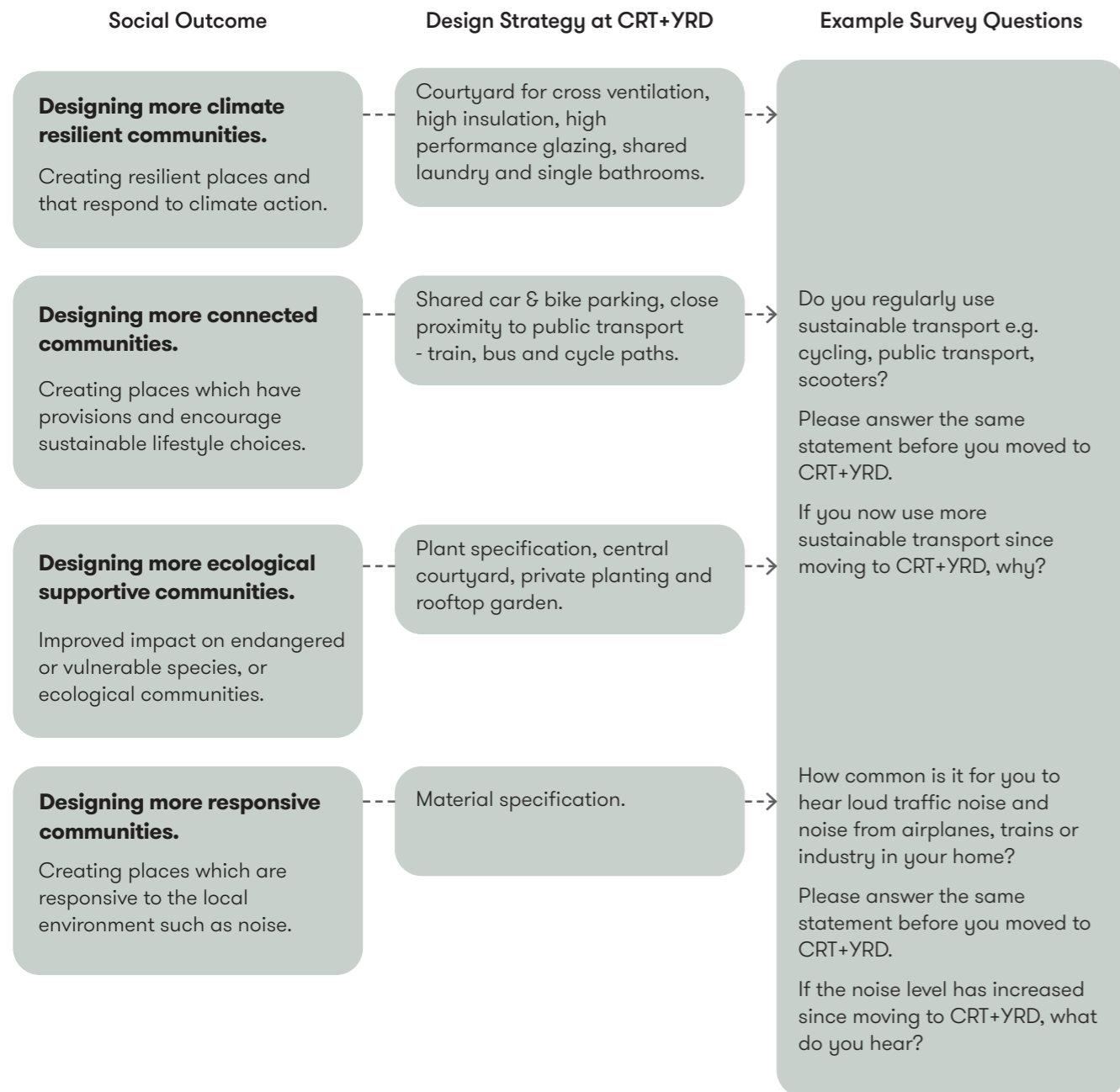


PEOPLE + COMMUNITY

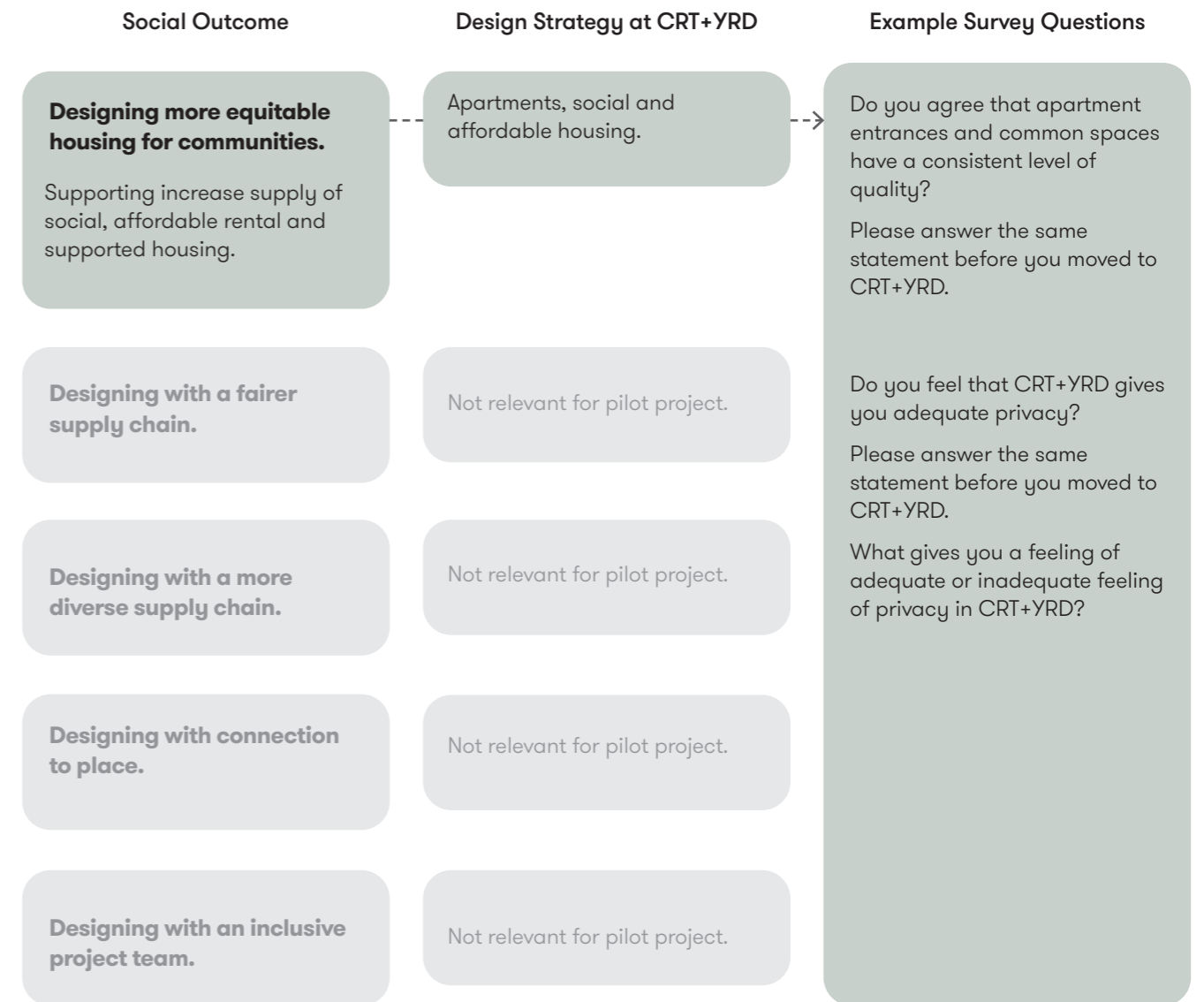
Social Outcome	Design Strategy at CRT+YRD	Example Survey Questions
<b>Designing for connection to nature.</b> Including the provision and access to public and private green space for all.	Shared private rooftop, central courtyard, balconies, private planting.	How satisfied are you with your safety in everyday life at CRT+YRD?  Please answer the same statement before you moved to CRT+YRD.  If your feeling of safety has increased, what makes you feel safe at CRT+YRD?  In general, how often do you chat with your neighbours?  Please answer the same statement before you moved to CRT+YRD.  Where in CRT+YRD do you chat to your neighbours?
<b>Designing safer communities.</b> Providing designs that promote safety and security for all.	Fobs on building entry and open walkways to apartment entries for sightlines.	
<b>Designing for a more diverse and inclusive communities.</b> Improving the design of buildings and environments to accommodate everyone's needs.	Adaptable apartments, age in place apartments, step free access from street level and large lift lobbies.	
<b>Designing more social communities.</b> Providing a design to strengthen social connection and sense of belonging.	Widened lift lobbies, open walkways, communal laundry and shared rooftop garden,	
<b>Designing for a more active community</b>	Not relevant for pilot project.	
<b>Designing to the needs of the community</b>	Not relevant for pilot project.	



KNOWLEDGE + RESEARCH



ADVOCACY + PARTNERSHIPS



## The Results

### DESIGNING FOR SAFER COMMUNITIES



83%

of residents feel safer at CRT+YRD



72%

of residents trust their neighbours more at CRT+YRD

### DESIGNING FOR A MORE DIVERSE AND INCLUSIVE COMMUNITIES



79%

of residents 'agree' or 'strongly agree' that their individual needs are met in CRT+YRD.

### DESIGNING FOR MORE SOCIAL COMMUNITIES



93%

of residents talk to their neighbours more at CRT+YRD.



79%

of residents feel a sense of belonging and inclusion at CRT+YRD.



PEOPLE + COMMUNITY

“The size of the courtyard allows cross-courtyard conversation on the one level to occur, also I can easily talk from my walkway to my neighbours on the walkway above.”



“I do feel more secure than at my previous rental due to higher levels of security and passive surveillance from neighbours”

Image by Hayball

“The overall open plan of the apartment seemed much more adaptable compared to other buildings in the Village”

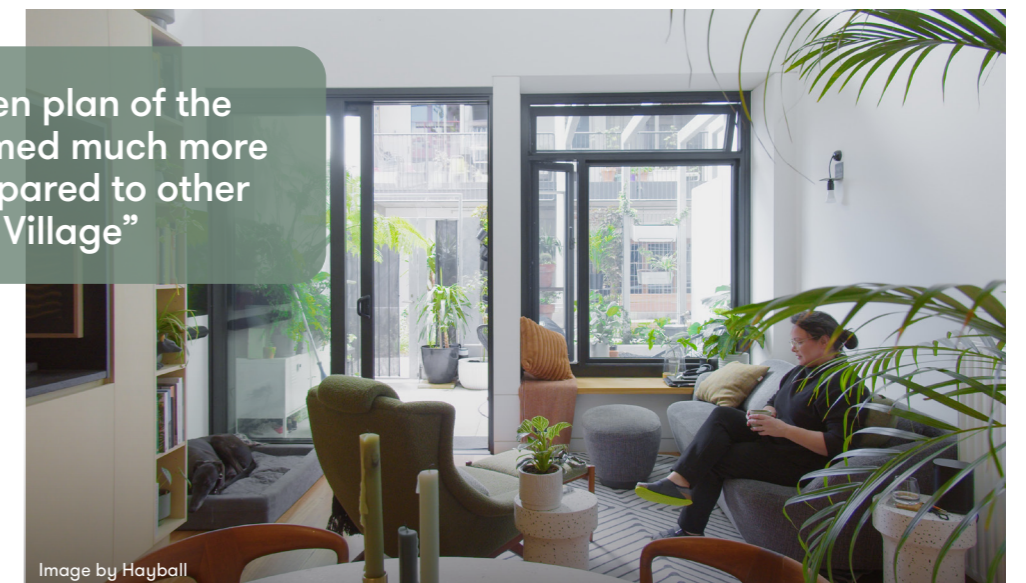


Image by Hayball

## The Results

### DESIGNING MORE CLIMATE RESILIENT COMMUNITIES.



65%

of residents use less artificial heating & cooling.



100%

of apartments are cross ventilated and carbon neutral in operation.

### DESIGNING MORE CONNECTED COMMUNITIES.



69%

of residents use sustainable transport 'often' or 'very often'.

### DESIGNING MORE ECOLOGICAL SUPPORTIVE COMMUNITIES.



142m<sup>2</sup>

of planting distributed across six levels. This equates to 21% of the site coverage.



### KNOWLEDGE + RESEARCH

“We believed courtyards have been used in the past to function as heat regulators and to create pleasant microclimates for buildings in harsh weather locations, so CRT+YRD’s design seems very appropriate for a warming climate”

“[We] sold the car and bought a nice bike, I now ride the bike a lot. Trams and trains are closer. We use car share for longer trips”



Image by Hayball

“...just before summer ended, we started to hear crickets in the mews and courtyard. It was really pleasant, so looking forward to more as the building planting takes over.”



Image by Hayball

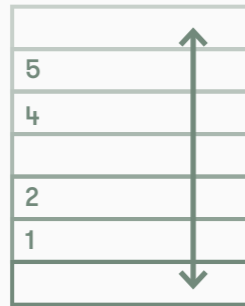
## The Results

DESIGNING MORE EQUITABLE HOUSING FOR COMMUNITIES.



18%

of apartments are attributed to  
Community Housing Providers



The CHP apartments are distributed  
across four levels and include  
varying apartment typologies.



20%

of apartments were made  
available to Key Community  
Contributors through a  
Priority Ballot system.



100%

of apartments were sold at  
average sqm rate that was less  
than the market rate at the time.



ADVOCACY + PARTNERSHIPS



“[There is a].. very strong sense  
of ownership as we are all part of  
creating the kind of community  
that is reflective of all residents.”

Image by Hayball

“One of the great things about our CRT+YRD  
community is that many individuals often take  
a parcel that’s been left in the foyer directly  
to the front door of the residence to which it  
belongs. We call them the parcel fairy.”

“We knew Nightingale  
developments would come with  
a level of quality that we didn’t  
have in our old rental.”

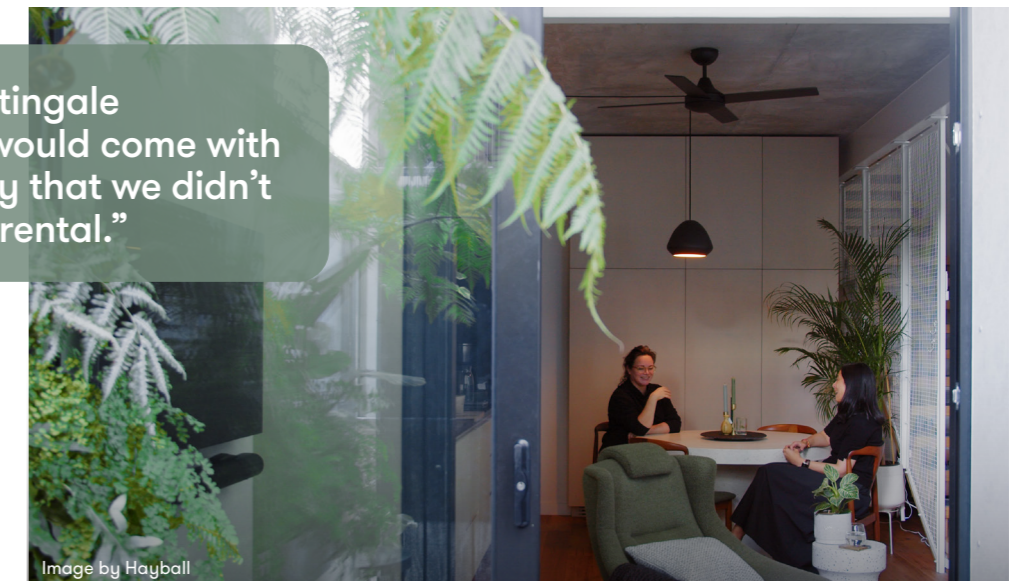


Image by Hayball



## Summary: Key Findings

### What were the occupants survey responses?

The survey received a solid response rate of 53%, with 62% of apartments represented. This has given us an 85% confidence level with 10% margin of error. The results have been extrapolated across the residents. The study was undertaken with consideration to ethics (KNOW, 2018), the residents were provided with information about the pilot study and consent was obtained from all respondents.

Overall, the data indicates a significant improvement to the wellbeing of occupants since moving to CRT+YRD. Notably, an improved sense of community and safety scored the highest.

The detailed qualitative responses from occupants allowed us to link the social outcome to the design solution intended within CRT+YRD.

For example, 69% of residents said they 'often' and 'very often' speak to their neighbours, whereas before 76% of residents only 'rarely' or 'occasionally' spoke to their neighbours.

The open walkways, widened lift lobbies and shared rooftop are attributed to the heightened sense of community as these features promoted opportunities for social interaction. And that the courtyard design allowed passive surveillance to the front doors which made them feel safer.

### What is the financial value?

We collaborated with the ASVB to test whether our social outcomes could be monetised using Australian Wellbeing Values. The approach used by the ASVB is based on CBA. The values have been derived using the Wellbeing Valuation methodology from data gathered through the HILDA and Journeys Home surveys.

The ASVB completed a calculation utilising their existing bank of wellbeing values within their Social Value Calculator. Three of the social outcomes that we had evidence to support were created by our design, aligned with values in the ASVB: "Increased sense of personal safety", "Reduced impact of noise" and "Talks to neighbours regularly". In addition, values from a Discreet Choice Experiment were applied for CRT+YRD's proximity to active transport and green space.

**This resulted in a total of \$517,023 of social value generated in the first year. We can extrapolate this value, with a discount rate of 5% per year, which would equate to \$2.24m in five years.**

We were only able to monetise five social outcomes, so we estimate that this value is lower than the actual social value.

The pilot study also identified design strategies that could be improved.

For example, some residents noted that there have been issues with break-ins to the ground level bike store shared between CRT+YRD and the two direct neighbouring buildings. This issue is not isolated to this project only and is a shared concern and issue for other buildings in the Nightingale Village precinct and surrounding local suburb. This feedback addresses a need for greater visual protection of the bike storage and additional security such as increasing CCTV to deter the break-ins.

Other comments include, an increase of the noise level compared to their previous home. Understandably, Nightingale Village is located adjacent to a train line and the courtyard design of the building has altered the perception of more noise. This highlights that acoustic provisions should be increased above base requirements for future projects.

Further details on the limitations of this study can be found in the Appendix.

The ASVB calculated that CRT+YRD creates \$517,023 of social value in the first year. That's \$2.24m over the next five years.

This value represents the improvement in wellbeing that residents experienced across five of our social outcomes.

As this is the start of utilising the ASVB within architecture, there needs to be additional values added to the ASVB which align to the social and environmental outcomes created through design.

This is an opportunity for the building industry within Australia to invest and collaborate to develop these required values.

Similar to development of the HACT Social Value Bank, this process could include building up evidence through literature reviews and case studies of what outcomes need to be achieved through design, data collection for additional values and then validation of values through further pilot testing.

"It really is fantastic to see that the results of this study show that our design ambitions from the outset of the project have been realised and have genuinely contributed to residents sense of community and the creation of a home."

BIANCA HUNG - PRINCIPAL



Shared rooftop and laundry with open walkways below. Image by Tom Ross.

**“We hope that the pilot study of CRT+YRD in the Nightingale Village will start a meaningful conversation around measuring social value”**

SARAH BUCKERIDGE - CO-MANAGING PRINCIPAL

## Next steps

This report was a summary of our results from our pilot study which sought to measure the social value of CRT+YRD.

This pilot study is just the start of our process tracking and measuring social value across our projects. We know there is still work to be done by architects on refining the processes needed to capture and learn about the impact of design on wellbeing (Samuel, 2020).

The report proposes a potential method on how we can understand how our design decisions impact the occupants wellbeing for architects in Australia. We hope that this report has given an indication as to how others can begin their own journey to understand and measure social value in design and present opportunities for collaboration within the industry for more accurate valuation in the future.

### Design Implications

The qualitative responses in the study have given us the opportunity to learn where we can improve our designs in the future. Some of these are outlined below:

- Social value outcomes should be considered and implemented at the start of a project. This will ensure that socially focused design decisions and strategies are made at the outset of a project.
- Occupants appreciate increased area for meeting and socialising, these areas can create community and a sense of safety. Opportunities to foster this including widened apartment entries, open circulation and inclusion on incidental meeting spaces can be included whilst still meeting base building functional needs.
- In areas of high urban density, opportunities for connection with nature should not be undervalued. The design should allow occupants to take ownership of planting within personal and common areas, which has proven very successful at CRT+YRD.
- Developments such as Nightingale Village create a collective sense of responsibility and accountability for residents. The model of housing allows for mixed tenure and a variety of living opportunities for all, including families. The most common reason that the residents moved to CRT+YRD was due to it being part of the Nightingale Housing Model, closely followed by the design of CRT+YRD.

### Measurement Implications

This pilot study sought to test a method to determine if architects can measure the impact of design. We highlighted key lessons learnt for future studies outlined below:

- We cannot expect there to be a perfect framework for measuring our impact through design (Samuel, 2020), but we hope through increased use of this method by other architects and testing on different sectors will produce empirical data which can be used for benchmarking and standardised measurements across the industry.
- This is not the end goal. There needs to be additional values added to the ASVB which align to the social and environmental outcomes created through design. This is an opportunity for the Australian building industry to collaborate on developing the required values.
- The framework and survey should be completed across different sectors to determine if the social outcomes have been met in other buildings such as schools or universities. We hope that our framework has the flexibility to allow additional outcomes which will be discovered through this process.
- The survey and framework process has been time-intensive, however as the framework and full survey have now been set up we envisage this process will become more streamlined and efficient once repeated.

# Appendices

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Limitations of the Study

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Key Definitions

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CRT+YTD

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References

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## Limitations of Study

This pilot study has taken lessons learned from existing social value frameworks and measurements from across Australia and the globe to produce an innovative methodology for architects to measure the impact of their designs.

However, there are limitations to our study outlined below which we hope others will be inspired to tackle and improve our processes:

- The survey had a 53% return rate which means that our extrapolated results across the population group only had a confidence level of 85% with a margin of error of 10%. This is much higher response rate than an average survey of this size, but higher return rates would help to diminish concerns of over claiming.
- Only five of our outcomes have been monetised, which would indicate that the actual social value figure is higher than calculated with more wellbeing values included. As this is the start of utilising the ASVB within Architecture, there needs to be additional values added to the ASVB which align to the social and environmental outcomes created through design. This is an opportunity for the Australian architects to collaborate on developing the required values. This would require building up evidence of what social outcomes need to be achieved through design elements and investing in new data sets and research for additional wellbeing values. With increased use and as wellbeing values are created and refined this would create a standardisation of data for benchmarking for all architects across Australia (Vik, 2016).
- In addition, the ASVB calculation only counts the benefits associated with adult residents of Nightingale and not children. It is therefore likely that this will be an under-estimation of the true social value created.
- 9 of our social outcomes were measured in this pilot study. Further investigation as to how other outcomes, such as connection to country and equitable project teams can be measured within the framework.
- A social value framework was not implemented at the beginning of this project, therefore there was no baseline survey data collected at the beginning of the project. This was attempted to be rectified through retrospective questions, however best practice would be to undertake the survey during the design process for improved level of evidence. We aim to do this on projects moving forward.
- A full CBA was unable to be calculated as we could not assign a cost to the specific design elements of the building which were designed to create social value. This project has instead calculated only social benefits created by these design features.
- The monetised value has been calculated for the 12 months that the residents have lived at CRT+YRD. It does not project forward for the life of the building and then apply a discount rate.
- The study has not been able to show causation that the outcomes were a result of the design features but this has been mitigated by applying a deadweight.

## Key Definitions

### Social Value

The wellbeing generated through the procurement of buildings and places, which is sometimes quantified through a process of consultation, analysis and evaluation (Samuel, 2020).

### Social Infrastructure

Social Infrastructure is the collection of the facilities, spaces and services that support the quality of life and wellbeing of our communities. In Australia, this is split across 6 sectors:

- Health and aged care
- Education
- Green, blue and recreation
- Arts and culture
- Social housing
- Justice and emergency services (Australian Infrastructure Audit, 2019).

### Social Impact

Social Impact measures direct cause-and-effect relationships between a specific set of activities and outcomes. It is concerned with providing a snapshot of a point in time and measuring what happened and to whom it happened (Potter, 2012).

### Social Capital

Social capital is a set of shared values or resources that allows individuals to work together in a group to effectively achieve a common purpose (Investopedia, 2022).

### Social Sustainability

Social sustainability is about identifying and managing business impacts, both positive and negative, on people (UN, 2020).

### Wellbeing

Wellbeing is the state of being comfortable, healthy or happy. In architecture, it often refers to design in support of healthy lifestyles and the physical, mental and emotional effects that buildings have on their occupants.

## CRT+YRD

LOCATION	Woiworing Country, Kulin Nation. Brunswick, Victoria
CLIENT	Duckett Acquisitions Collective Pty Ltd & Housing Choices Australia
COMPLETION	2022
TYPOLOGY	Multi-Residential
SERVICES PROVIDED	Architecture Interior Design Developer
DWELLINGS	39 Apartments 55 Adult Residents
SITE AREA	721m <sup>2</sup>
AWARDS	2023 AIA Victoria Architecture Awards: The Dimity Reed Melbourne Prize, The Alan & Beth Coldicutt Award for Sustainable Architecture, Residential Architecture - Multiple Housing Award & Urban Design Award 2023 ULI Asia Pacific Awards for Design Excellence



7.5 Stars  
NaTHERS



Fossil Fuel Free  
Development



Designed for Social  
Outcomes



Carbon Neutral in  
Operation

CRT+YRD has been designed to foster the sense of belonging and community. To achieve this, a number of shared spaces are provided:

- Communal laundry.
- Shared clothes drying space adjacent the laundry.
- Outdoor communal open space with a BBQ, communal dining facilities and a lawn area with vibrant planting.
- Shared bike parking – 2.2 bikes per apartment.

18% of the apartments are attributed to Community Housing Providers, distributed across 4 levels and include varying 1 & 2 bedroom typologies.

The design anticipates various modes of occupation but does not presume a particular lifestyle. The majority of apartments facilitate adaptable living enabling the building to support a resident occupant of diverse age and physical capacity.

Further, the apartments are designed to allow the owners to age in place and assist people with limited mobility. There are no steps from the lift lobby through to the apartment and out to the apartment balcony, with the exception of 6no. of apartments at Level 4 and ground level 2-storey apartments.

The project has prioritised the reduction of operational and embodied carbon footprint. CRT+YRD achieves an average 7.5 stars NaTHERS energy rating across the whole building.

The building high energy efficiency has been achieved using high insulation, thermally broken window suites & high performance glazing. One hydronic heating panel is provided per living room. There are no air conditioners within the apartments and ceiling fans are provided to living areas to augment the cross-flow ventilation.

The project was designed to minimise the amount of resources utilised. There are no second bathrooms and a communal laundry on the rooftop.

Materials were specified to reduce their carbon footprint: Fly-ash has been used in the concrete. Reclaimed brickwork was used where possible and the ceilings have been removed throughout the living rooms and bedrooms. By building less and carefully selecting materials, the project actually gives back more living space to the occupants, and reduces its embodied carbon footprint.

A great connection to public transport infrastructure provides the residents with rich a choice of transport options which allows for a reduced provision of car parking spaces.

The landscape design significantly improve the site's ecological value by prioritising hardy and drought tolerant plant species wherever possible. The plant selection includes species that attract native insects and birds.

“Nightingale Village begins and ends with community. The collective of architects behind this project began their journey seeking to redefine the expectations of developers, architects and what it means to provide housing.”

- THE DIMITY REED MELBOURNE PRIZE JURY  
2023 AIA VICTORIAN ARCHITECTURE AWARDS



Pedestrian routes through Nightingale Village. Image by Tom Ross.



Residents Street Party



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