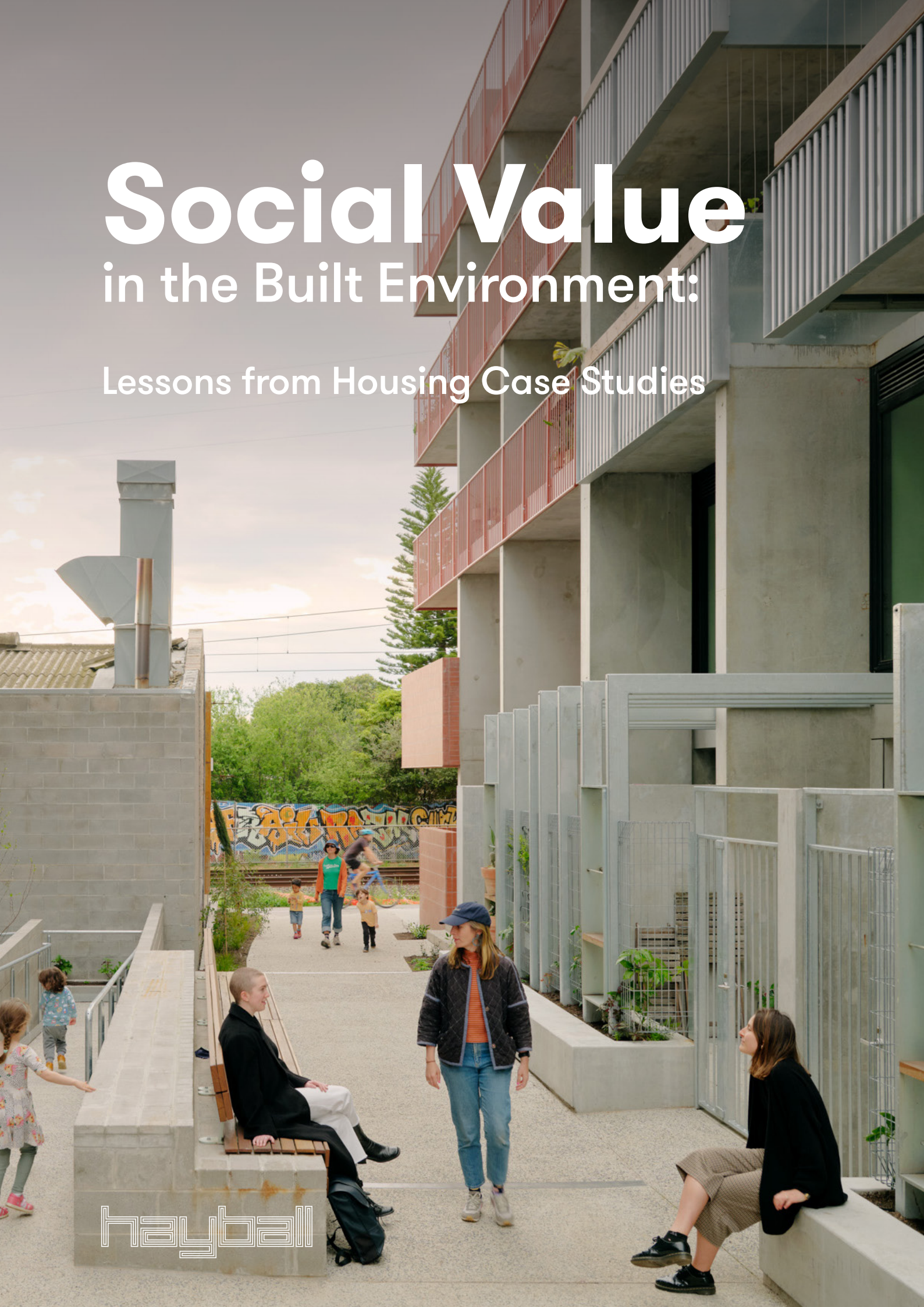
# Social Value
## in the Built Environment:

### Lessons from Housing Case Studies



hyball

In the spirit of reconciliation, Hayball acknowledges the Traditional Custodians of the lands on which we work and create. We recognise their presence on this land for over 65,000 years and celebrate Aboriginal and Torres Strait Islander peoples as the world's oldest continuous living culture.

We acknowledge the deep knowledge and lived experiences of First Nations people, and in recognising their continuing connections to sky and spirit, land and water, culture and community, we honour more than 3,000 generations of sophisticated toolmaking, placemaking, design, construction, and agriculture.

With support for the *Uluru Statement from the Heart*, we pay our respects to Elders past and present, and extend that respect to all First Peoples today.

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**Acknowledgments**

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Final thanks to the Social Impact Measurement Network Australia (SIMNA) for recognising the value of our work as Winner in the *Innovation in Social Impact Measurement* category at 2023 SIMNA Awards for our work on CRT+YRD, which constitutes the second case study of this work.



AUSTRALIAN SOCIALVALUE BANK

bridge

Alastair Swayn Foundation
Winner - Design Thinking Grant 2023

# Executive Summary

## We believe that design decisions have a fundamental impact on the wellbeing of communities.

To evaluate the extent to which architecture influences the wellbeing of people and the planet, we need empirical and measurable data.[1] This can be achieved through the measurement of social value.

Although the phrase 'social value' may be new to the architectural profession, it is not a new concept. Many architects and clients already seek to design places that improve the wellbeing of the users. Until now, however, it has often been considered as difficult to quantify or measure.[2]

Although globally there are existing methodologies to measure social value, Australia does not yet have an established or agreed method to measure the social value created through design.

This paper seeks to offer a useful and inspiring capture of our own case study experiences; our commitment to sharing these learnings reflects a hope that our industry peers will consider the importance of social value from the earliest stages of their projects, to forecast social value as the project develops, and to measure the actual social value created upon completion.

The report seeks to catalyse future opportunities within the industry for more accurate forecasting and measurement, allowing for more effective advocacy for the wellbeing of people and the planet.

> "We know this is the beginning of our journey in forecasting and measuring social value in the built environment. We hope that by sharing the learnings from our case studies to date, we can continue to work closely as an industry to develop a standardised methodology to measure the social value in our projects."
>
> EILISH BARRY - ASSOCIATE, HAYBALL

[1] Skidmore, R. (2020) A Critical Study of the Social Value Toolkit in Relation to Existing Measurement Tools for Social Value Reporting and Analysis: Explored through Paintworks, Bristol. dissertation. Welsh School of Architecture University of Cardiff.

[2] Havard Business Review (2024). A Better Way to Measure Social Impact. Available at: https://hbr.org/2024/09/a-better-way-to-measure-social-impact

Preston Crossing Public Housing Renewal. Image by Hayball.

# Introduction

## What is Social Value?

**Decades of research have shown that well-designed buildings and places have the potential to enhance people's quality of life.[3] Historically, however, we have seen many developments built without the users and local community in mind, creating places that are poorly designed, low quality and, as a result, unpopular.**

As architects, we know that our design decisions have a fundamental impact on an inhabitant's wellbeing. But how do we know the extent of our impact?

The consideration and measurement of social value in the built environment focuses on the benefits created through the places we design.

Social value can take many forms and be created at every stage of a development - from designing for carbon zero, embedding access to green space, advocating for a more equitable ballot process for housing, or even creating jobs and developing skills on site. It is an umbrella term for the consideration of social, environmental and economic wellbeing for everyone involved in each project from inception to completion.

There is currently no agreed definition for social value in Australia, but recently the Green Building Council of Australia (GBCA) published a detailed report on the history of social value and a helpful working definition, found below.

> "Social value is the net positive change in social, environmental, and economic wellbeing of those directly and indirectly impacted by an initiative, project, or organisation.
>
> In the built environment, social value is created when local needs are understood, the people most impacted are authentically engaged and where buildings, places, and infrastructure improve present and future communities' quality of life, wellbeing, and social cohesion." [4]
>
> SOCIAL VALUE DEFINITION BY GBCA AND HASSELL

[3] GBCA (2024) Measuring the social value of Australia's buildings. Available at: https://new.gbca.org.au/news/gbca-media-releases/measuring-the-social-value-of-australias-buildings.

[4] GBCA & Hassell (2024). Social Value in the Built Environment. Available at: https://new.gbca.org.au/green-star/green-star-strategy/social-value



## Why Does it Matter to Architects?

**We are witnessing an increasing demand from various sources for projects to demonstrate their Environmental, Social and Governance (ESG) credentials from inception to the end of the asset's life.**

Historically, the 'S' in ESG has been considered difficult to measure or a lower priority than the economics or environmental impact of the project.[5]

A recent shift in our industry acknowledges that the built environment is particularly well placed to respond or disrupt an array of pressing global issues. This acknowledgment sponsors the growing demand to demonstrate the positive long-term social, economic and environmental impact of our projects.

The Australian Federal Government's National Wellbeing Framework, released in late 2023, reflects the desire to consider Australian's wellbeing more closely.[6] A recent white paper by Atelier Ten and Blix Architecture suggests that we should expect to see this Framework influence the types of projects in which governments invest, along with the evaluation of their value and success.[7]

As architects, measuring social value enables us to be accountable for the impacts of our design decisions, and to create better outcomes for both people and the planet. It is our responsibility to create new developments that inspire social connection and increase a sense of wellbeing, broadening the architect's remit beyond the delivery of physical places and buildings.

Collaboration at Hayball studio. Image by Hayball.

[5] Havard Business Review (2024). A Better Way to Measure Social Impact. Available at: https://hbr.org/2024/09/a-better-way-to-measure-social-impact

[6] Measuring what matters (2022) Measuring what matters | Treasury.gov.au. Available at: https://treasury.gov.au/consultation/measuring-what-matters-2022

[7] Blix, G and Monti, S. (2023). National Wellbeing Framework White Paper. Available at: https://www.blixarchitecture.com/research

Preston Crossing Public Housing Renewal. Image by Hayball.

## Global Context

Social value as a concept has been explored since the early 20th century. Architectural sociologists acknowledged poverty and inequality as pervasive side effects of urbanisation on communities across the globe.[8] It has been in the last 10 to 15 years that social value or people's wellbeing has been more carefully considered and documented.

Globally, there are significant existing policy and reporting expectations for social value, including the United Nations (UN) *Sustainable Development Goals*, which outline a framework to guide efforts towards creating sustainable developments.

There are now international standards that require consideration of ESG reporting on policy or projects. In 2012, the UK introduced the *Social Value Act*, which required the Government to consider social, environmental, and economic impacts on wellbeing when delivering or procuring services. There are now over 300 tools to measure social value in the United Kingdom. In the built environment, the extent of tools available has often caused confusion or mistrust in results.[9]

## Australian Context

In the Australian context, there has been a recent shift towards the consideration of societal impacts at Local and Federal Government levels. The Federal Government released its *Wellbeing Framework* in late 2023. Some of the themes and outcomes in the Framework are more applicable to the built environment than others, however, the development of these frameworks may now influence the types of projects in which governments invest, and the evaluation of their value and success.[10] At State level, the ACT and NSW Governments are releasing their own wellbeing frameworks.

Within the built environment, the Property Council of Australia (PCA) developed a framework in 2022 that sought to measure social impact across the industry.[11] Additionally, the GBCA and Hassell released a discussion paper in early 2024 that explored the international context of social value in the built environment.[12]

There is now a desire for a common methodology and approach to how social value can be created and measured through design in Australia.[13]

UN GLOBAL + SUSTAINABLE DEVELOPMENT GOALS

OECD WELLBEING FRAMEWORK

UK SOCIAL VALUE ACT

ESG REPORTING & SOCIAL PROCUREMENT

MEASURING WHAT MATTERS FRAMEWORK

PCA - COLLECTIVE SOCIAL IMPACT FRAMEWORK

GBCA - SOCIAL VALUE IN THE BUILT ENVIRONMENT PAPER

SIGMAH

Figure 1: Social value measurement context

8. Skidmore, R. (2021) Measuring social value: Can we agree on a metric?, The Developer. Available at: https://www.thedeveloper.live/places/places/measuring-social-value-can-we-agree-on-a-metric

9. Liu, B and Perinotto, T (2021). "A mishmash of methodologies" – How to untangle the expensive mess on measuring social value in the built environment. Available at: https://thefifthestate.com.au/innovation/rating-tools/a-mishmash-of-methodologies-how-to-untangle-the-expensive-mess-on-measuring-social-value-in-the-built-environment/

10. Blix, G and Monti, S. (2023). National Wellbeing Framework White Paper. Available at: https://www.blixarchitecture.com/research

11. Property Council (2022) Collective Social Impact Framework; Property Council National Social Sustainability Roundtable; Available at: https://campaign.propertycouncil.com.au/social-impact-framework

12 + 13. GBCA & Hassell (2024). Social Value in the Built Environment. Available at: https://new.gbca.org.au/green-star/green-star-strategy/social-value

# Social Value Creation

## Delivery Methodology

### Formalising the process of creating and measuring social value will enable us to achieve better outcomes and understand the impact we make through design.

By taking a standardised approach to the creation, measurement and resulting delivery of social value, we can increase our ability to deliver greater benefits more people. To generate the greatest opportunity for the creation of social value, Hayball projects follow a phase-based delivery methodology (refer page).

This process assists the project team to ask appropriate questions of stakeholders and clients at different stages of the project. Fundamentally, the process enables us to establish at project inception which social value outcomes are to be targeted, and then track outcomes during project delivery and assess impacts upon completion.

The following pages provide further detail on our project delivery guide at each project stage.

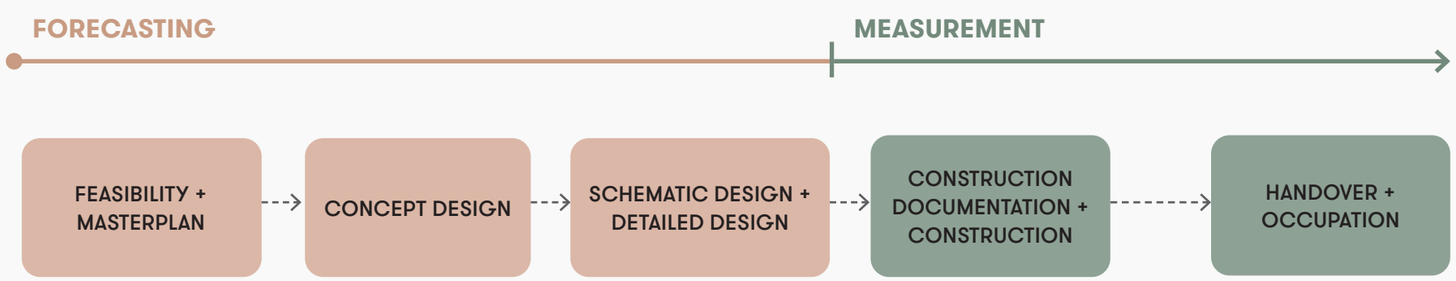



Figure 2: Overview of phase-based delivery methodology

Assemble 15 Thompson Street Kensington. Image by Hayball.

## Forecasting

### Feasibility + Masterplan

Social value is highly contextual, which dictates that every project should begin with authentic community consultation. Consultation processes are typically facilitated by expert consultants and include interviews and workshops with those directly and indirectly impacted by the project. Community engagement of this kind seeks to establish the shared aspirations of the project.

Alongside the consultation processes, careful investigation into local demographics, services and history of the site will increase the likelihood that historical and current needs are identified and met.

The most significant social value impacts can often be created by design decisions that are made during early project phases. For lasting change, communities should be invited to provide ongoing feedback on the lived experience of the design.

### Concept Design

Once the initial consultation has occurred, the relevant social value outcomes to be created through the project can be outlined and tracked as the design progresses.

Hayball developed a social value framework in 2023 in collaboration with the ASVB, which sought to outline social outcomes for architects for use in their projects. The specific outcomes appropriate for each project are selected based on the project's local needs, which are typically identified during community consultation.

Baseline data refers to the capture of the social value conditions in place before targeted design decisions are made. The collection of baseline data in each social outcome allows for the rate and scale of change to be quantified at the project's conclusion.

In ideal cases, baseline data is collected during the concept design phase and documented in a short report for distribution within the team.

## Measurement

### Schematic Design + Detailed Design

The agreed social outcomes are then tracked throughout the timeline of project, acting as a compass for design decisions: the design team will interrogate how design decisions either support or inhibit the agreed outcomes. This information can be used to support planning applications or key project milestones.

We aim to regularly forecast the potential social value created by a project and confirm after completion whether this has been achieved. This process provides evidence for the allocation of resources where they will deliver the most positive impact on people's wellbeing.

### Construction Documentation + Construction

The project team has the opportunity to embed social outcomes into the construction phase. This may include social procurement activities such as youth employment opportunities or optimising the use of Indigenous businesses.

Working alongside the builder, the architect or client should include these social value outcomes in contract and tender documentation, optimising the likelihood that these outcomes are prioritised and delivered.

### Handover + Occupation

At project completion, we are able to report on the social value created. It is critical that the achievement of social outcomes is determined from the perspective of users or residents through surveys. Their lived experiences allow for confirmation of forecasts or assumptions relating to links between design decisions and wellbeing accrual.

Once consolidated, this survey data can be utilised within a wellbeing valuation if required. If forecasting was completed earlier in the project, the results can be analysed against the post-occupancy results.

The results are available for consolidation into a report and used for feedback to record successes and reflect on lessons learned for future projects.

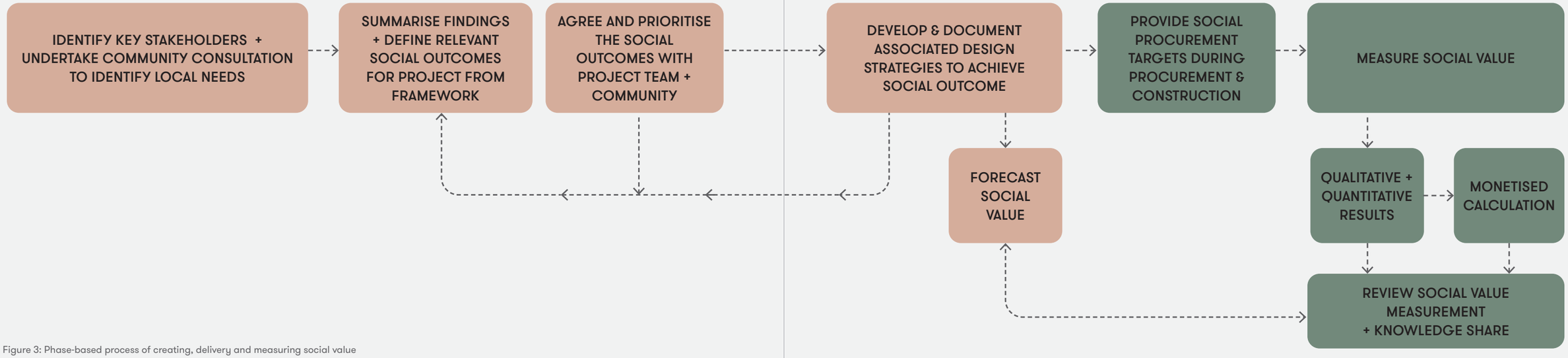



Figure 3: Phase-based process of creating, delivery and measuring social value

The Switch Sydney Kensington Student Accommodation. Image by Hayball.

# Social Value Measurement

## Methodologies

**Measuring social value provides empirical data and promotes accountability for decisions made by a project team.**

Although fairly new to the built environment in Australia, there are a wide range of existing methodologies that are used globally to measure social value in qualitative and quantitative terms.

The qualitative data gives reasoning and real stories of the inhabitants about how the design is impacting their wellbeing, whilst the statistics enable clients or funders to understand design decisions. An example of this approach in architecture is the RIBA's *Social Value Toolkit*.[14] The Toolkit utilises project data, qualitative data and UK-specific monetary values from the HACT Social Value Bank.[15] Best practice social value measurement needs both quantitative and qualitative data to inform decision making.

[14] RIBA (2020) Social Value Toolkit for Architecture. Available at: https://www.architecture.com/knowledge-and-resources/resources-landing-page/social-value-toolkit-for-architecture

[15] Social Value Portal (2024). Social Value Measurement. Available at: https://www.socialvalueportal.com/measurement

[16] ASVB (2021) How to calculate your social value. Available at: https://asvb.com.au/

[17] SIGMAH (2024) Social and Affordable Housing Benefits Calculator. Available at: https://www.communityhousing.com.au/sigmah/

### Qualitative

**Occupant Surveys**

**Survey Data**

Social measurement often utilises interviews with stakeholders, hearing personal stories of how stakeholders are interacting with one another and using buildings.[16] This is to provide a more detailed picture of the impact on people's wellbeing.

Ideally, these surveys are undertaken before and after occupation of the building. The pre-occupancy survey allows the project team to attain baseline data of the relevant social outcomes of the project. For example, a survey question could explore a resident's current sense of safety and why they feel that way.

Post-occupancy surveys, undertaken at least one year after project completion, will ask similar questions to determine the extent of change experienced. As above, best practice would be to include 'Why?' questions to understand the influence of this change. This informs whether our assumptions that certain design decisions increase wellbeing; if no pre-occupancy survey was undertaken, the post-occupancy survey can be amended to include 'before' and 'after' questions.

The summary of the results can be presented alone, or the extent of change can be quantified using a monetised calculation.

### Quantitative

Project Data | Cost-Benefit Analysis | Social Return on Investment

**Project Data**

Social value can also be measured through project data to produce statistics such as proximity to sustainable transport or distance to parks for access to green space. As this is the beginning of measuring the social value of design in Australia, some of the desirable social outcomes do not currently have a valuation. Therefore, collecting this project data now ensures that when the valuation data is available, this information can be utilised.

**Monestisation**

In certain cases, monetary values for social outcomes can be calculated. There are several methodologies for measuring social value, with the most reliable approaches being Cost-Benefit Analysis (CBA) and Social Return on Investment (SROI).

In Australia, the ASVB uses the Wellbeing Valuation methodology; in essence, the dollar value attributed to the project reflects directly the amount of income on the part of the individual that would elicit an equivalent improvement in wellbeing.

Recently, tools that include monetisation have been developed in Australia, such as the Social Infrastructure and Green Measures for Affordable Housing (SIGMAH).[17] This utilises project data to estimate the project-specific social and economic benefits of social and affordable housing developments in monetised terms. This new tool has been tested during our first case study.

Figure 4: Methodologies for measuring social value

## Why Monetise?

Architects are often required to monetise outcomes to enable the communication of design in a way that aligns with others, including developers and policymakers.[18]

In theory, all value should be considered, whether monetised or not. In practice, social outcomes that have not been monetised may be overlooked or left out of the decision-making process as they are not in a comparable or familiar format for decision-makers.

When baseline data is available, monetisation can be used to forecast the potential social value created by a development in early project stages and to confirm if forecasts have been achieved after completion. This methodology has gained global recognition as a robust approach for measuring social value.

This approach allows designers, developers, and policymakers to quantify and compare the social impact of design projects. In doing so, designers and developers can make a stronger case for socially-driven projects. For example, it becomes possible to identify the design elements that should be incorporated, depending on the social value delivered. For potential future residents, the measurement of social value affords transparency to ensure that the developments are liveable, socially responsible, and desirable places to live.

Best practice requires that monetary social value should only be used to support the survey data and project data collected, rather than presented alone.

[18] RIBA (2020) Social Value Toolkit for Architecture. Available at: https://www.architecture.com/knowledge-and-resources/resources-landing-page/social-value-toolkit-for-architecture

La Trobe Atira Student Accommodation. Image by Dianna Snape.

# Social Value Measurement

## Social Value Framework

### The integration of social value in our projects is supported by a comprehensive framework. The framework is structured around three pillars, which encompass 15 social outcomes that we aim to deliver in our projects.

This framework was based on world class wellbeing literature such as the PCA's *Collective Social Impact Framework*, the RIBA's *Social Value Toolkit*, and internal Hayball workshops and reviews that ask:

*"What are the social outcomes, as architects, that we want to create in our projects?"*[19] [20]

With this framework now in place, we are able to accurately measure the impact we make.

The framework also provides a method to clearly articulate the key aspirations through the duration of the project. We believe that having a framework that succinctly communicates the projects aim's provides a greater likelihood that the outcomes will be achieved.

[19] Property Council (2022) Collective Social Impact Framework; Property Council National Social Sustainability Roundtable; Available at: https://campaign.propertycouncil.com.au/social-impact-framework

[20] RIBA (2020) Social Value Toolkit for Architecture. Available at: https://www.architecture.com/knowledge-and-resources/resources-landing-page/social-value-toolkit-for-architecture

## How does it work?

While the framework outlines 15 social outcomes, not every outcome will be relevant to each project; community engagement is critical in establishing which of the social outcomes are appropriate for each project. We have found that the careful prioritising of social outcomes assists with difficult decisions on the part of the client and design team.

From these agreed outcomes, the framework informs which design strategies should be implemented in order to best support their community, both now and in the future.

The agreed social outcomes are then followed throughout the timeline of the project and measured upon completion to ascertain whether they have been achieved.

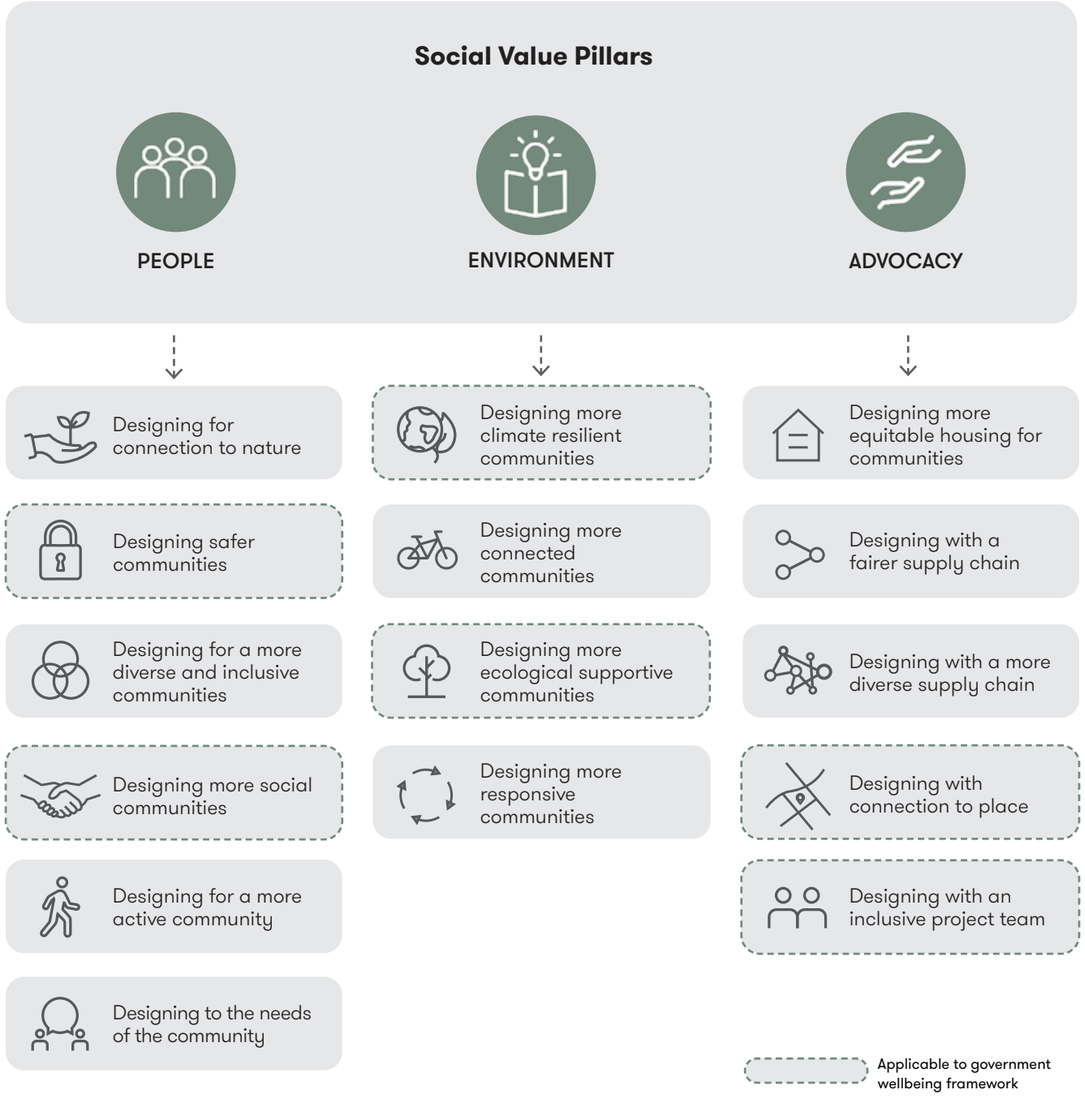



Figure 5: Social value framework

**We hope that with our framework in place, we are now able to track the desired project outcomes, accurately measure our impact, and maximise outcomes for the community.**

Assemble 15 Thompson Street Kensington. Image by Tom Ross.

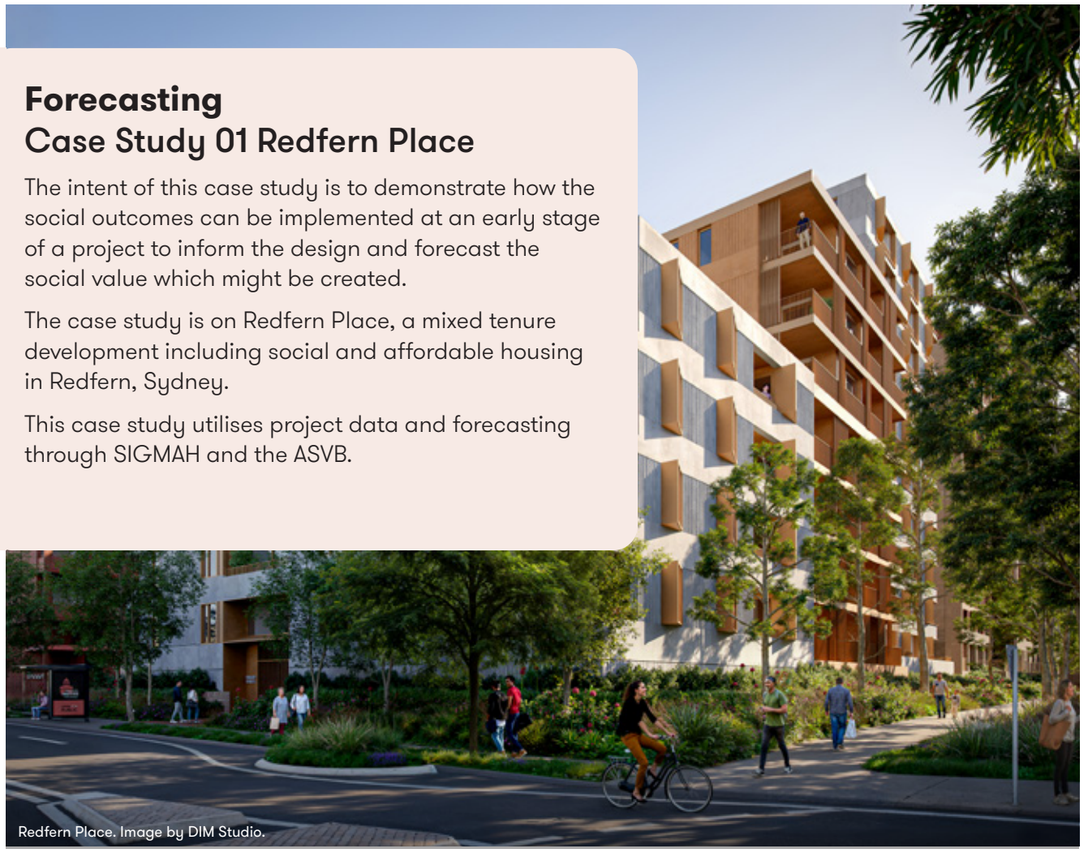
# Social Value Delivery

## Case Studies

### Hayball and the ASVB have partnered since 2023 to explore how social value can be measured in our projects.

This section of the report presents our learnings from two case studies designed to demonstrate how the social value framework can be utilised at different stages of a project.

We have provided a background to each project, our methodology, a summary of our results, and recommendations for future social value forecasting and measurement within the industry.



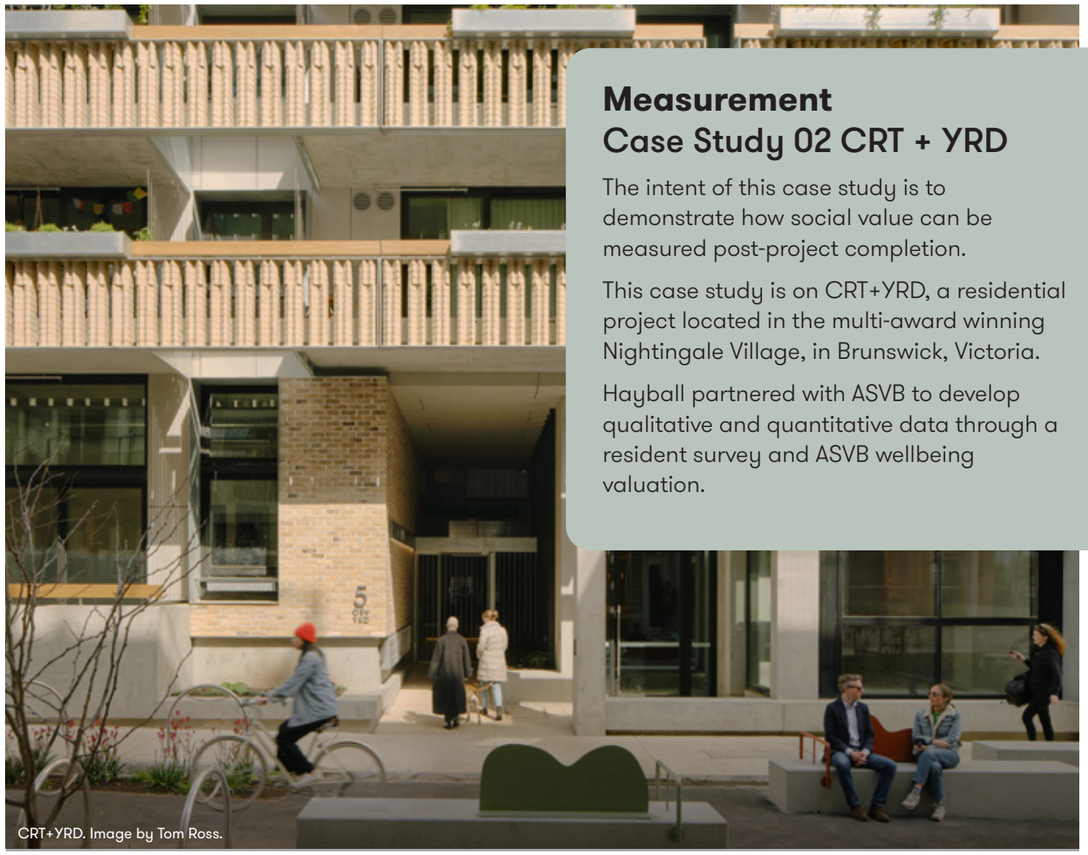
Redfern Place. Image by DIM Studio.

**Forecasting**
**Case Study 01 Redfern Place**

The intent of this case study is to demonstrate how the social outcomes can be implemented at an early stage of a project to inform the design and forecast the social value which might be created.

The case study is on Redfern Place, a mixed tenure development including social and affordable housing in Redfern, Sydney.

This case study utilises project data and forecasting through SIGMAH and the ASVB.



CRT+YRD. Image by Tom Ross.

**Measurement**
**Case Study 02 CRT + YRD**

The intent of this case study is to demonstrate how social value can be measured post-project completion.

This case study is on CRT+YRD, a residential project located in the multi-award winning Nightingale Village, in Brunswick, Victoria.

Hayball partnered with ASVB to develop qualitative and quantitative data through a resident survey and ASVB wellbeing valuation.

## **Case Study 01** Redfern Place

**Location** | Gadigal Country, Redfern NSW

**Client** | Bridge Housing

**Development Partner** | Capella Capital

**Precinct Executive Architect** | Hayball

**Design Architects** | Hayball, Silvester Fuller, Architecture AND

**Landscape Architects** | Aspect Studios

**Design with Country** | Yerrabingin

Shared public space and communal courtyard. Image by DIM Studio.

## About the Project

Redfern Place represents a transformative mixed-use development comprising four buildings, by three architects, that integrate community facilities, office space and mixed tenure housing. These are all interconnected by public links and surrounding landscaped areas within a central courtyard. The vision driving this development is to deliver true housing diversity which meets the needs of the entire community.

Currently, the site accommodates the existing Police Citizens Youth Club (PCYC), which will be replaced by a new community centre incorporated into the redevelopment. The masterplan includes four buildings accommodating over 350 mixed tenure dwellings, including social, affordable and speciality disability housing*.

As part of its commitment to this project, Bridge Housing will relocate its headquarters to the site, and will operate The Hub – a community space within the development.

Currently, the key components of the development include:

— Over 350 mixed tenure dwellings
— PCYC community facility
— Office space
— Redfern Place Community Hub

Redfern holds a significant place in the hearts and history of Aboriginal Australia. Bridge Housing aims to honour and reflect this enduring history across the design and delivery of the project by partnering with the local Aboriginal community. The design of Redfern Place has followed the Wanggani Dhyar (listen to Country) process, led by Yerrabingin which enabled stories of place and its value as the heartland of contemporary urban Aboriginality to inform the design.

A series of project specific design principles were developed to help guide the desired outcomes for the project. These included:

— Connect to Country
— Affordable & sustainable
— Foster a tenure blind community
— Make a connected and friendly place
— Unite the space through the ground plane
— Create a diverse & cohesive village

Bridge Housing aims to establish Redfern Place as an exemplary development characterised by beauty, inclusivity, and connectivity. Residents will enjoy access to high-quality green spaces that link the buildings, fostering opportunities for communal interactions, shared activities such as community gardening, and participation in local events. The development leverages its location adjacent Redfern Park and its broader cultural connections within the Redfern area, enhancing the community's quality of life.

**As of October 2024, the Redfern Place project had completed the concept design phase with the Development Application to be finalised for lodgement and subsequent planning assessment. The final design, yield, tenure mix and building configuration will be subject to planning approval.*

> **"Our vision for this unique site is to create a layered sense of community and belonging which is considered at every scale. Starting from each individual home and threading through to the entire neighbourhood we plan to create a place for community that is deeply ingrained into the rich culture and fabric of Redfern."**
>
> BRIDGE HOUSING

# Methodology + Social Value Framework

## The following section demonstrates how we utilised our social value framework to forecast the social value created in an early stage project.

As Redfern is a significant place for the Indigenous community, local residents were consulted and continue to have ongoing input into the project through the work of Yerrabingin. Through this consultation, key design principles were established with the community and ongoing feedback was sought on design elements such as rooftop gardens, the breezeway circulation, apartment layouts and access arrangements into the community centre.

Following this, the project team undertook an analysis to identify which social outcomes from the framework embodied the established project specific design principles and were relevant to the project. Nine of the 15 outcomes were selected for this study as relevant to this development, with the expectation that future outcomes may be explored at a later stage.

As the design progressed, the project team used the agreed social outcomes to inform the design decisions. The following pages show how we have mapped our design strategies against each social outcomes.

One example is that a 'safer community' was very important for the Indigenous and local community. Therefore, clear sightlines through pedestrian routes and passive supervision was provided through community spaces and breezeway circulation located around the central courtyard.

| SOCIAL OUTCOME | DESIGN STRATEGY | FORECAST MEASURE |
|---|---|---|
| **Designing safer communities**<br>*A design that promote safety and security for all.* | • Fobs on building entry<br>• Through site pedestrian links<br>• Breezeway circulation and central pathways for clear sightlines<br>• Active site boundary & courtyard | **ASVB**<br>Estimation of the residents sense of personal safety before and after moving into Redfern Place. |

Figure 6: Exemplar of mapping our design against the relevant social outcome

To evaluate the impact that this development could have on the residents and local community, this case study sought to forecast the social value which might be created at Redfern Place.

In order to identify the opportunities and limitations of forecasting we utilised existing tools currently available within Australia. We worked closely with the ASVB and also, the SIGMAH tool which they co-developed.

Through this process, we identified the obstacles to forecasting social value and where further data is required for more accurate valuation in the future.

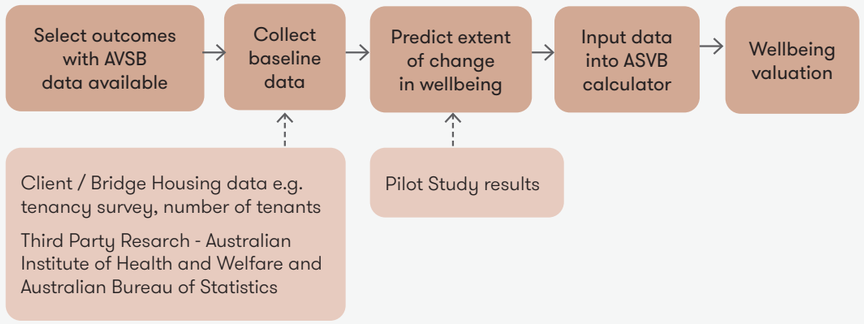
In addition, we identified that further research is required to quantify the social value created in some of the outcomes within our framework. Therefore, where valuation from SIGMAH or ASVB was not available, we have evaluated our impact through project data such as m$^2$, distance or co-locations of the design.



### ASVB

The AVSB have forecasted the social value which might be created from three of the relevant social outcomes in our framework. The forecasting used baseline data from Bridge's 2023 Annual Tenancy Survey where possible. Where baseline data was not available, third party research was used such as Australian Institute of Health*.

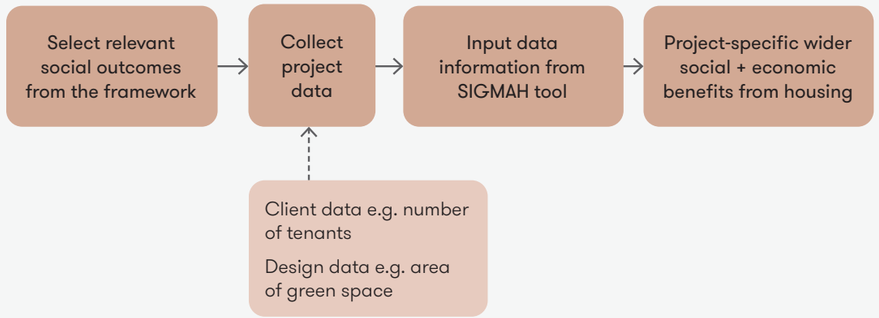
Due to the absence of existing data, the extent of change we have predicted for the residents has been based upon the results in our pilot case study**.




### SIGMAH

SIGMAH forecasted from the data of three of our social outcomes in our framework.

The tool estimates the wider social, economic and wellbeing benefits of a social and affordable housing project. As Redfern Place is a significant community housing provider led social and affordable housing development, this tool was felt to be effective at forecasting the wider social value which may be created through client and design data***.




* Third party research was used where no client data was available. Only research that the ASVB could consider comparable or informative was referenced as a proxy.

** It is predicted that Redfern Place will have a different resident demographic to our pilot study. Therefore, utilising the pilot study findings may produce a different result to actual data for future residents. We have applied a conservative approach in an effort to not overestimate the social value which may be created at Redfern Place, which utilises similar design strategies to create the social outcome. Future pre-occupancy studies should ensure that baseline data is available to accurately predict the extent of change that may be experienced by residents.

***SIGMAH is a tool primarily developed for Community Housing Providers to estimate the social and economic benefits that arise from delivering new social and affordable rental housing. These estimates are based on both Client and design data, therefore the benefits produced cannot be attributed solely to the design of Redfern Place.

## PEOPLE

| SOCIAL OUTCOME | DESIGN STRATEGY | FORECAST MEASURE |
|---|---|---|
| **Designing for connection to nature**<br>*Provision and access to public and private green space for all.* | • Shared rooftop terraces,<br>• Central communal courtyard<br>• Balconies with private planting<br>• Redfern & Waterloo Park >450m away<br>• Extensive canopy cover | **SIGMAH**<br>>200m from a medium park<br>>400m from a large park<br>m2 of green space & canopy |
| **Designing safer communities**<br>*A design that promote safety and security for all.* | • Fobs on building entry<br>• Through site pedestrian links<br>• Breezeway circulation and central pathways for clear sightlines<br>• Active site boundary & courtyard | **ASVB**<br>Residents sense of personal safety |
| **Designing for a more diverse and inclusive communities** | • Tenure blind,<br>• Increased storage for family apartments, Equity of place - quality & amenity | To be measured in a future study. |
| **Designing more social communities**<br>*A design to strengthen social connection and sense of belonging.* | • Central communal courtyard<br>• Rooftop terraces<br>• Shared community spaces<br>• Community facility<br>• Breezeway circulation<br>• Community housing provider on site | **ASVB**<br>The regularity in which residents talk to their neighbours. |
| **Designing for a more active community** | • Redfern Park >450m away<br>• Shared communal courtyard<br>• Provision of community centre & gym | To be measured in a future study. |
| **Designing to the needs of the community**<br>*Improving the design by the inclusion of stakeholders in the design.* | • Stakeholder workshops<br>• Design Jams<br>• Community housing provider on site | **ASVB**<br>The level to which residents feel involved in decision making relating to their neighbourhood and home |



## ENVIRONMENT

| SOCIAL OUTCOME | DESIGN STRATEGY | FORECAST MEASURE |
|---|---|---|
| **Designing more climate resilient communities**<br>*Creating resilient places that respond to climate action.* | • Courtyard and breezeways for cross ventilation & daylight, Green Star, Carbon Zero Emissions, Rainwater tank<br>• Solar Panels<br>• High performance facade<br>• Solar shading. | **Project Data**<br>Solar Panel provision,<br>Cross ventilation/apartment %<br>m2 Tree Canopy/Deep soil<br>**SIGMAH [Future Study]** |
| **Designing more connected communities**<br>*Creating a place which has provisions and encourage sustainable lifestyle choices.* | • Car & bike parking<br>• Close proximity to public transport - walk to train, bus stops on site and cycle paths adjacent<br>• Clear pedestrian routes through site. | **Project Data**<br>% of bike/carparking,<br>Distance to bus / train network |
| **Designing more ecological supportive communities**<br>*Improved impact on endangered or vulnerable species, or ecological communities.* | • Plant specification<br>• Tree canopy & deep soil provision<br>• Central courtyard<br>• Increased planting area<br>• Rooftop garden. | **SIGMAH**<br>m2 of green space, planting & canopy |
| **Designing more responsive communities** | • Flood mitigation<br>• Noise mitigation through material selection. | To be measured in a future study. |

## ADVOCACY

| SOCIAL OUTCOME | DESIGN STRATEGY | FORECAST MEASURE |
|---|---|---|
| **Designing more equitable housing for communities**<br>*Supporting increased supply of social and affordable housing.* | • Location of social and affordable housing within precinct.<br>• Equity of community/shared spaces<br>• Tenure Blind<br>• Approach to provision of facilities and community experience | **SIGMAH**<br>Income based rent, Rent arrears, Median social housing rent as % of median market rent |
| **Designing with a fairer supply chain** | Not measured within this study. | To be determined in a future study. |
| **Designing with a more diverse supply chain** | Not measured within this study. | To be determined in a future study. |
| **Designing with connection to place** | • Ongoing indigenous consultation process<br>• Rainwater capture<br>• Language/Art/Murals<br>• Building fabric<br>• Wayfinding and local indigenous displays. | **Project Data**<br>Ongoing workshops and educational gatherings<br>PCYC Workshops<br>Communal garden meals<br>Ongoing community events. |
| **Designing with an inclusive project team** | Not measured within this study. | To be determined in a future study. |

Redfern Place visualisation. Image by Hayball.

## Results

**The ASVB forecasted the design of Redfern Place would create $2,998,824 of social value during the first year, from three of our social outcomes.**

### What does this mean?

This value is the average amount of uplift in residents wellbeing predicted in three of our outcomes. The ASVB calculated the average amount of income it would take to create this same amount of improvement to the resident's wellbeing.

Redfern Place visualisation. Image by DIM Studio.

**The AVSB** have forecasted the social value which might be created from three of our social outcomes outlined in our framework.

The forecasting used baseline data from Bridge's 2023 Annual Tenancy Survey such as "*30% of Bridge Housing social housing residents felt dissatisfied or neutral with how safe they feel in everyday life*". Where existing resident baseline data was not available, third party research that could be considered comparable or informative were used.

The extent of change we have predicted for the residents, has been based upon the results found in our pilot case study. This project used similar design strategies to achieve the same social outcomes. However, due to the difference in tenure mix, location and scale, we have applied a conservative approach in an effort not to over estimate.

Given the early stage of the project we were required to make conservative assumptions and estimates based on limited information. In the future, we hope to develop accurate baseline data through undertaking pre-occupancy surveys with residents. We anticipate a proportion of residents will be relocating to Redfern Place from a local existing public housing due for renewal. This provides a unique opportunity to understand how residents' experiences change and the role of the design in this change. The forecasted values will therefore be adjusted at this stage.

Upon project completion, we will look to continue building the evidence base supporting the social value created through design, by undertaking a follow up study with these residents measuring the extent of change, which can be utilised in other forecasting calculations of a similar scale, tenure mix and location.

### Designing safer communities

The social value calculations for this outcome are based on the question: 'How satisfied are you with how safe you feel in your everyday life?'.

The ASVB forecast that 12% of residents will experience the social impact associated with feeling safer in their everyday life at Redfern.

### Designing more social communities

The social value calculations for this outcome are based on the question: 'In general, how often do you chat with your neighbours?'

The ASVB forecast that 62% of residents will experience the social impact associated with chatting to their neighbours regularly in their everyday life at Redfern.

### Designing to the needs of the community

The social value calculations for this outcome are based on the question: 'Do you feel involved in local decision making relating to your housing or neighbourhood?'.

The ASVB forecast that 50% of residents will experience the social impact associated with increased involvement in decision making in their community at Redfern Place.

Community Housing
INDUSTRY ASSOCIATION

**SIGMAH** calculates the wider social and economic benefits associated with social and affordable housing development.

The following information was inputted into the SIGMAH tool to calculate the benefits created at Redfern Place:

- Housing Development Details (e.g. types of dwellings*, tenant services, turnover rate and vacancy rate)
- Market Details (e.g. affordability and rental information)
- Environment and Local Amenity Details (e.g. pre and post-development landscape, access to transport and access to green space)

This produced a series of monetised benefits to the public and private sectors of the economy.

For example, just under $300,000 annual cost offset is estimated for the public sector. An example of this cost offset will be that there will be a reduction in health expenditure or police/criminal justice expenditure that tenants in the housing development would likely have incurred if not housed within Redfern Place.

In addition, just over $1.2 million benefit will be experienced by the private sector of the economy each year, which is a monetary estimate of the benefit that society over all experiences.

This tool does not calculate the social value for each of our individual social outcomes, like the ASVB. However, it enables us to use the data from our relevant outcomes to provide an overall picture of the benefits created through Redfern Place. In the future, we hope that the tool would enable us to separate each outcome for us to see the benefits created through a design feature. For example, the monetary estimates provided by the 26% of the site as green space.

### Designing more equitable housing for communities

The SIGMAH calculated monetary and monetary equivalent estimates of benefits linked to the affordability status of dwelling tenancies for this outcome.

Benefits of the rent savings due to Bridge's reduced rent and environmental certification aspirations of the buildings construction such as NatHERS.

### Designing more ecological supportive communities'

### Designing for connection to nature

Monetary estimates of the Greenhouse Gas (GHG) and environmental benefits linked to design features such as provision of green spaces and connectivity to transport options from the site.

### Designing more climate resilient communities

The SIGMAH calculates monetary and CO2 estimates of embodied carbon and energy performance of new dwellings.

However this was not included within this study**.

**This calculation is based on the current tenure mix to date. The final social and affordable housing mix is subject to approval.*

***This calculation requires the estimation of the extent of materials to be used across the project. As this project is still early stage, we did not have sufficient information to complete this calculation. But we hope to undertake this in the future as the project progresses.*

SIGMAH calculated that Redfern Place provides a total of:

**$2.07m**

annual housing development benefits to the public and tenants.

This includes an annual cost offset estimated at

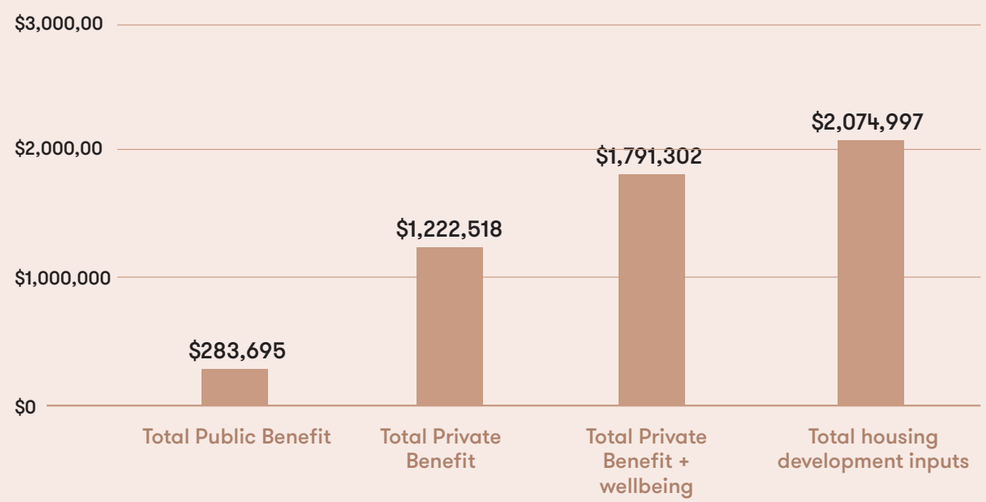
**$283,695**

to the public sector.

This would equate to the NSW community as a whole being

**$519m**

better off over 40 years.




### What do these values mean?

**Total Public Benefit**
Monetary estimate of savings to the public sector (such as public services expenditure).

**Total Private Benefit & Wellbeing**
Adds tenure security wellbeing effects and local amenity benefits to Total Private benefits. Tenants experience subjective wellbeing effects arising from non-tangible outcomes. Wellbeing Valuation is a method for providing a monetary equivalent value to this benefit.

**Total Private Benefit**
Monetary estimates of the benefit experienced by the private sector of the economy, including increased economy-wide spending.

**Total Housing Development Benefit**
This measure combines the 'Total public benefits' and the 'Total private benefit + wellbeing' into a single measure.

Figure 7: SIGMAH forecasting results

## PEOPLE

### DESIGNING FOR CONNECTION TO NATURE

**<20m**
to Redfern Park located opposite the site


Breezeway Circulation. Image by Hayball.

> ‘Breezeway circulation was designed to balance privacy, surveillance and to enhance community. The pop-outs provide space for neighbours to meet and inhabit.’

### DESIGNING SAFER COMMUNITIES

**$ 1,467,299**
of social value as a result of the design to enhance residents safety

### DESIGNING MORE SOCIAL COMMUNITIES

**$ 780,315**
of social value as a result of the design to promote neighbours talking regularly


Habitable facade for meeting. Image by Hayball.



## ENVIRONMENT

### DESIGNING MORE CLIMATE RESILIENT COMMUNITIES

**100%**
of power generated will be for use on-site from solar panels & 5* Green Star

> The rooftop garden provides a communal space with excellent solar amenity, accessible for all. This space also provides each building with a rooftop dedicated to the residents of that building encouraging ownership and personalisation through planting and socialising.’


Central courtyard as an ‘urban oasis’. Image by DIM Studio.

### DESIGNING MORE ECOLOGICAL SUPPORTIVE COMMUNITIES

**26%**
of the site is planting and green space for the community

### DESIGNING MORE CONNECTED COMMUNITIES

**<5m**
to the nearest bus stop

**857m**
to Redfern Station


Image by Hayball.

ADVOCACY


Walk on Country. Image by Yarrabingan

DESIGNING MORE EQUITABLE HOUSING FOR COMMUNITIES

**100%**
are tenure blind to achieve equity in placemaking, amenity & quality

DESIGNING WITH CONNECTION TO PLACE

**3**
design principles established to inform the design process

**15%**
of the social and affordable housing are for Aboriginal households

SIGMAH produced a Cost-of-Living Relief measure with a saving of:

**$36,553**

avg/dwelling nominal rental per annum (with 2.5% inflation rate) from Bridge lower rents and improved thermal performance of the new development.

"Design Jams were undertaken to discuss the design with the community from the outset of the project. By exploring the design of the community rooftops, breezeways and typical apartment layouts, with the community from a spatial/experiential perspective, the team were able to better understand the aspirations and ideal outcomes for the First Nations community."




Redfern Place sketch by Architecture AND.

## Case Study 01 Conclusion

We have sought to forecast the potential social value created by the design of Redfern Place. By undertaking this piece of research, we have found that there are limitations to forecasting social value in the built environment whilst it is in its infancy here in Australia.

Our recommendations for future forecasting are as follows:

- Data should be collected by clients on existing developments to gain accurate baseline data of residents wellbeing, such as sense of safety, to avoid use of proxy population data.
- New developments should undertake surveys to determine the extent of change that residents experience. This would inform future forecasting for projects of a similar scale & demographic.
- Utilising findings some results in our pilot study may produce different results to actual data from the future residents. Although applying a conservative estimate, we hope to undertake a pre-occupancy survey with residents and confirming the change through post-occupancy surveys upon project completion.
- We hope to have accurate data of the quantities of materials to undertake an embodied carbon calculation. This will assist us with the environmental impact of this development.
- Additional values in the ASVB need to be developed to have a broader view of the impact on residents through the design of Redfern Place

## **Case Study 02** CRT + YRD

**Location |** Wurundjeri Country, Brunswick VIC

**Client |** Duckett Acquisition Collective Pty Ltd

**Development Partner |** Nightingale Housing, Housing Choices Australia

**Design Architects |** Hayball, Breathe, Austin Maynard Architects, Clare Cousins Architects, Architecture Architecture, Kennedy Nolan

Shared communal walkways in the CRT+YRD building . Image by Tom Ross.

## About the project

Nightingale Village is located in Brunswick, Victoria. It is an innovative development by Nightingale Housing, where the design of six buildings was completed by six architects. Each architect agreed to a standard of environmental and social sustainable goals to be achieved in each apartment block.

CRT+YRD, a 39 apartment block, which was designed and delivered by Hayball. 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.

SIMNA SOCIAL IMPACT MEASUREMENT NETWORK AUSTRALIA

THIS CASE STUDY WAS THE WINNER OF THE INNOVATION AWARD AT THE 2023 SIMNA AWARDS.

> "It was a genuine pleasure to read about Hayball's efforts to develop an approach to measuring the social impact of built form decisions. It is genuinely innovative, even ground breaking, and will become increasingly relevant as the construction industry continues to grapple with ESG."
>
> JUDGE - 2023 SIMNA AWARD PANEL

# Methodology + Social Value Framework

## The following section demonstrates how we utilised our social value framework to measure the social value created in a completed project.

To understand the intended social outcomes of CRT+YRD post completion, the project team undertook an analysis to identify which social outcomes from our framework were relevant to the completed design.

Following this, we identified the design strategies implemented to try and achieve the social outcomes. These have been shown on the following pages.

We then worked closely with the ASVB to measure the social value created. Additional research/ data is required to quantify the social value created by some of the social outcomes within our Framework. Therefore, where measures through the ASVB were not available, we have calculated our impact through project data and statistics.

| SOCIAL OUTCOME | DESIGN STRATEGY | MEASURE |
|---|---|---|
| **Designing for connection to nature**<br>*Provision and access to public and private green space for all.* | • Shared private rooftop<br>• Central courtyard<br>• Balconies<br>• Private planting. | **Project Data**<br>> 200m from a medium park<br>> 400m from a large park<br>m2 of green space & canopy |

Figure 8: Exemplar of mapping our design against the relevant social outcome

### ASVB

We created a post-occupancy resident survey based on the relevant social outcomes from our Framework to determine the extent of change experienced by the residents. The survey included quantitative questions formed of 'before' and 'after' across each social outcome. The 'before' questions were included to form baseline data. 'Why?' questions were included in order to find out how much of the social value can be attributed to the changes made by the design.

The ASVB assisted with the analysis to determine the extent of change experienced by the residents through the 'before' and 'after' questions. From this, the ASVB undertook a monetised calculation utilising Australian Wellbeing Values within the ASVB Social Value Calculator.

Select outcomes with AVSB data available → Create resident survey → Analyse survey results → Input extent data into ASVB calculator → Wellbeing valuation



PEOPLE

| SOCIAL OUTCOME | DESIGN STRATEGY | MEASURE |
|---|---|---|
| **Designing for connection to nature**<br>*Provision and access to public and private green space for all.* | • Shared private rooftop<br>• Central courtyard<br>• Balconies<br>• Private planting. | **Project Data**<br>> 200m from a medium park<br>> 400m from a large park<br>m2 of green space & canopy |
| **Designing safer communities**<br>*A design that promote safety and security for all.* | • Fobs on building entry<br>• Open walkways to apartment entries for sightlines. | **ASVB**<br>How satisfied are you with your safety in everyday life at CRT+YRD?<br>If your feeling of safety has increased, what makes you feel safe at CRT+YRD? |
| **Designing for a more diverse and inclusive communities**<br>*A design that accommodates everyones needs.* | • Adaptable apartments<br>• Age in place apartments<br>• Step free access from street level<br>• Large lift lobbies. | **Project Data**<br>Do you feel that your individual needs are met in your home/apartment building? Why and how? |
| **Designing more social communities**<br>*A design to strengthen social connection and sense of belonging.* | • Widened lift lobbies,<br>• Open walkways,<br>• Communal laundry,<br>• Shared rooftop garden. | **ASVB**<br>In general, how often do you chat with your neighbours?<br>Please answer the same statement before you moved to CRT+YRD.<br>Where in CRT+YRD do you chat to your neighbours? |
| **Designing for a more active community** | Not measured within this study. | |
| **Designing to the needs of the community** | Not measured within this study. | |

## ENVIRONMENT

| SOCIAL OUTCOME | DESIGN STRATEGY | MEASURE |
|---|---|---|
| **Designing more climate resilient communities**<br>*Creating resilient places that respond to climate action.* | • Courtyard for cross ventilation<br>• High insulation<br>• High performance glazing<br>• Shared laundry<br>• Single bathrooms. | **Project Data**<br>Solar Panel provision<br>Cross ventilation/apartment %<br>m2 Tree Canopy/Deep soil |
| **Designing more connected communities**<br>*Creating a place which has provisions and encourage sustainable lifestyle choices.* | • Shared car & bike parking,<br>• Close proximity to public transport - train, bus and cycle paths. | **Project Data**<br>Do you regularly use sustainable transport e.g. cycling, buses etc?<br>If you now use more sustainable transport since moving to CRT+YRD, why? |
| **Designing more ecological supportive communities**<br>*Improved impact on endangered or vulnerable species, or ecological communities.* | • Plant specification<br>• Central courtyard<br>• Private planting<br>• Rooftop garden. | **Project Data**<br>m2 Tree Canopy/Deep soil<br>m2 of formal planting<br>m2 of informal (resident) planting |
| **Designing more responsive communities**<br>*Creating places which are responsive to the local environment* | • Material specification. | **ASVB**<br>How common is it for you to hear loud traffic noise and noise from airplanes, trains or industry in your home?<br>Please answer the same statement before you moved to CRT+YRD.<br>If the noise level has increased since moving to CRT+YRD, what do you hear? |



## ADVOCACY

| SOCIAL OUTCOME | DESIGN STRATEGY | MEASURE |
|---|---|---|
| **Designing more equitable housing for communities**<br>*Supporting increase supply of social and affordable housing.* | • 18% of housing is CHP<br>• CHP housing co-located with other apartments. | **Project Data**<br>Do you agree that apartment entrances and common spaces have a consistent level of quality?<br>Please explain why you agree/ disagree with the above statement. |
| **Designing with a fairer supply chain** | Not measured within this study. | |
| **Designing with a more diverse supply chain** | Not measured within this study. | |
| **Designing with connection to place** | Not measured within this study. | |
| **Designing with an inclusive project team** | Not measured within this study. | |

## Results

**The ASVB calculated that CRT+YRD created $517,023 of social value in the first year. That is $2.24m over the next five years.**

### What does this mean?

This represents the improvement in wellbeing that the residents experienced at CRT+YRD in 12 months due to the design decisions in three of our outcomes. The ASVB calculated the average amount of income it would take to create this same amount of improvement to the resident's wellbeing.

CRT+YRD community entry. Image by Tom Ross.

### What were the 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.

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 were attributed to the heightened sense of community as these features promoted opportunities for social interaction.

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 Nightingale Village 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 breakins.

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.

### What was the social value created?

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 created by the project.

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.

## PEOPLE

### DESIGNING FOR SAFER COMMUNITIES

**83%**
of residents feel safer at CRT+YRD

**72%**
trust their neighbours more

### DESIGNING FOR MORE SOCIAL COMMUNITIES

**93%**
of residents talk to their neighbours more at CRT+YRD

**79%**
feel a sense of belonging and inclusion


Image by Hayball

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

### DESIGNING FOR MORE DIVERSE AND INCLUSIVE COMMUNITIES

**79%**
of residents 'agree' or 'strongly agree' that their individual needs are met at CRT+YRD

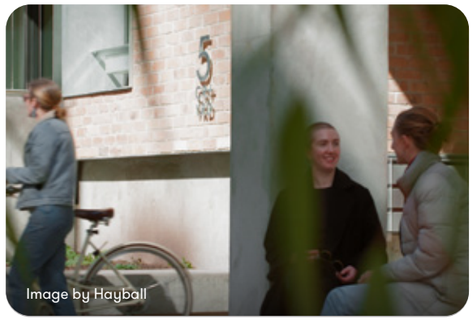


Image by Hayball

## ENVIRONMENT

### DESIGNING MORE CONNECTED COMMUNITIES

**69%**
of residents use sustainable transport 'often' or 'very often'

### DESIGNING MORE ECOLOGICAL SUPPORTIVE COMMUNITIES

**142m²**
of planting distributed across six levels, equating to 21% of the site coverage


Image by Hayball

"[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"

### DESIGNING MORE CLIMATE-RESILIENT COMMUNITIES

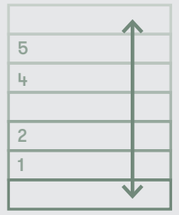
**65%**
of residents use less artificial heating and cooling

**100%**
of apartments are cross-ventilated and carbon neutral in operation

ADVOCACY

DESIGNING MORE EQUITABLE HOUSING FOR COMMUNITIES

**18%**
of apartments are attributed to CHPs.




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

> "[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."

**20%**
of apartments were made available to Key Community Contributors through a priority ballot system

**100%**
of apartments were sold at an average sqm rate that was less than the market rate at the time

> "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."

Image by Hayball


Inhabited street for movement, entry & meeting neighbours. Image by Tom Ross.

## Case Study 02 Conclusion

**This case study sought to** measure the social value created through the design of CRT+YRD. By undertaking this case study, we have found that there are limitations to measuring social value of design. Our learnings from this study are as follows:

- Overall, the data indicates a significant improvement to the wellbeing of occupants since moving to CRT+YRD. 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.
- There needs to be additional values added to the ASVB which align to the social and environmental outcomes created through design.
- The qualitative responses in the study have given us the opportunity to learn where we can improve our designs in the future.
- We found that occupants appreciate an increased area for meeting and socialising. We found that the design of these areas can create community, ownership and a sense of safety.

CRT+YRD community rooftop with shared laundry. Image by Tom Ross.

# Conclusions: A Summary

## The measurement of social value in the built environment seeks to capture the change in social, environmental, and economic wellbeing of those directly and indirectly impacted by design.

Social value is a driving force for many architecture practices and clients, who seek to design places that promote a sense of wellbeing. Until now, however, this impact has been seen as difficult to measure.

Following the arrival of the Federal Government's *Wellbeing Framework*, we have seen an increased requirement for reporting and demonstrating our impact. We have therefore begun to formalise over the last 18 months how we respond to social, environmental and economic issues across our projects.

This paper has sought to share our learnings and demonstrate how a clear methodology can be applied in a standardised manner at different project stages. We believe that by taking a systematic approach to the creation, measurement, and delivery of social value, we are well placed to consistently improve project outcomes.

Learning from the case studies, we have discovered the following key ideas that invite further exploration in our projects:

Design decisions have an impact on the inhabitants of our buildings. Lasting positive outcomes are dependent upon giving a voice to those who will be impacted by the project. Genuine and deep listening through consultation with various groups within the community is a critical first step to creating meaningful outcomes; we have a particular awareness of the requirement for cultural safety when engaging First Nations community members.

By establishing the social outcomes that will be delivered through the project at the outset, it offers the opportunity to clearly articulate what constitutes value in the context of each specific project, acting as an anchor as the design progresses and project team members inevitably change. In addition, once the outcomes are established, design decisions can be weighed against the best interests of the users, particularly in the context of value management processes, in which changes could undermine or even reverse agreed outcomes.

Undertaking regular reporting ensures that the value created is understood through by the users themselves. This offers reflections on successes, but also where lessons can be learned. In future projects, we hope to undertake pre-occupancy studies to determine baseline data on each outcome and measure whether the outcome has been successful through a post-occupancy survey.



This paper solemnises the first known field trial in Australia to explore the potentials of forecasting and measuring the social value of a design. We know there is much work to be done on refining our processes and understanding the outcomes. Our preliminary observations to share with our peers as we work together for a common methodology are as follows:

**1.** The expectation for demonstrating the social value of design is only increasing, both from governments, clients and future users. There needs to be an agreed and standardised methodology for measuring social value within our industry. From global experience, the absence of a standardised approach risks confusion, mistrust of results, and the overclaiming of results. We cannot expect a perfect framework, but rigorous measurement offers accountability and lessons for the future.[21] This paper offers a methodology based on extant global literature, but consensus agreement should be sought for future implementation across the industry.

**2.** There needs to be development of additional values that align to the social outcomes created through design. Without these, many of the outcomes will continue to go unmeasured. At the HACT Social Value Bank in the UK, there more than 100 values available for use. This is an opportunity for the Australian building industry to collaborate in creating these much needed resources. The process for facilitating this collaboration remains to be designed.

**3.** Clients and architects can begin to collect baseline and extent of change data from residents in completed projects. This will enable more accurate forecasting and benchmarking for completed projects.

**4.** There should be opportunities for continued collaboration with those within and without, the built environment. We hope to share ideas, experience and lessons learned in creating, measuring and delivering social value. Together, we will be able to advocate for policies and design standards that effectively promote social value.

[21] Samuel, F. (2020) The Role of Architects in Designing Social Value, Webinar, Building Design Available at: https://www.bdonline.co.uk/webinar-the-role-of-architects-in-designing-social-value/5106847.article

This paper has sought to share our learnings from own case study experiences over the last 18 months. We hope that this has inspired you to start considering social value in a formalised and strategic way, to achieve better outcomes across your projects for people and planet. We hope that you will join us in the development of a consistent methodology to measure the social value created across our industry.

Communal garden at Burwood Brickworks. Image by Saxall.

# Appendices

# Appendix

## Limitations of Study

This study has taken lessons learned from existing methodologies across Australia and globally. However, there are limitations to our studies outlined below which we hope others will be inspired to tackle and improve our processes:

### Case Study 01

- As we are in early stages of development, the calculations within this study are based on the current tenure mix to date. The final social and affordable housing mix is subject to approval. Therefore the ASVB calculations are based on assumptions made from limited project data, third party research that could be considered comparable or informative and findings from the Nightingale study. We understand that these data sources may produce different results to actual data from the future residents. We have applied a conservative approach in an effort not to over estimate, and have provided transparency of the data behind ASVB forecasted values.
- The ASVB calculations are created for people 16 years or older. For the purposes of the analysis all residents, including children, are treated as being 16 years or older. It is therefore likely that this will be an under-estimation of the true social value created as research indicates children experience greater outcomes from social interventions relating to improved housing conditions.
- The monetised value provided through ASVB calculations assumes the benefit of the social outcome lasts for 12 months.

### Case Study 02

- 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%.
- 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.
- 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.



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### Calculations:

The values used in Case Study 01 provided by the Australian Social Value Bank, are owned by Alliance Social Enterprises. They have been produced by Simetrica-Jacobs, using best practice methodology for policy evaluation. These values are used under licence #P8Xw5y (expiry date 10/07/2025).

The values used in Case Study 02 provided by the Australian Social Value Bank, are owned by Alliance Social Enterprises. They have been produced by Simetrica-Jacobs, using best practice methodology for policy evaluation. These values are used under Licence #P8Xw5y (expiry date 01/07/2024).

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