

# INNOVATING ON SOCIAL VALUE

## Keepmoat Homes case studies



As the first private-market homebuilder to achieve a Social Value Management Certificate we are already adopting many social value innovative practices.

In FY21 we adopted Impact, a new social value reporting tool enabling us to capture social value activity consistently, upload supporting evidence and apply values, largely from the National TOMS framework, to calculate the social value generated for society.

In recognition that there are health, wellbeing and environmental advantages in built environment solutions that are not covered by the National TOMS framework we have expanded our methodology.

- ▶ We introduced a calculation of the social value of waterbodies using CIRIA's BEST natural capital calculation methodology.
- ▶ We have approached a research partner to establish the social value associated with building affordable housing.

By developing these calculations we can start to:

- ▶ Enable social value to be seen as a more holistic social, environmental and economic concept – beyond jobs and training considerations.
- ▶ Look at ways of expanding or improving these activities to maximise social value.