

# Places for People: Beyond Traditional Social Housing

Places for People is an award-winning placemaking and regeneration company, operating across the UK. They build and manage homes and places, and invest in the infrastructure needed to make thriving neighbourhoods. Places for People currently own or manage 198,640 homes and provide services to over 500,000 people. Their vision is to create places that work for everyone and they take a commercial approach to delivering social outcomes — this is what makes them different.

## Impact has captured and reported:



**Trees Saved:**  
490,000+



**People into work & training:**  
1068+



**Relief from Homelessness:**  
£5.4 million+

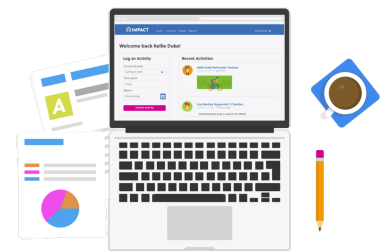


**Fuel Saving for Residents:**  
£85,000

## The Significance of Social Value Measurement

Places for People’s philanthropic heritage is reflected in their investment in communities and the need to understand their social impact. Social outcomes underpin the mission to provide homes, help people with social mobility, and improve the wellbeing of the communities in which they operate.

Through working with Impact, Places for People has been able to increase its output of social value activity, removing the administrative burden from managers, and improving employee engagement.



### Bespoke

Places for People has always been conscious of its social impact - already having an effective way of measuring the social value,

Given the diversity of Group companies a bespoke tool was needed that could account for all the social impact work completed across the organisations. Impact offers that solution.



### Real-Time

Places for People is able to extract real-time social value data through spreadsheets or visual reports. This allows Places for People to report on its social impact whenever necessary, not just at the end of each year.

However, this data can also easily be embedded into annual Value For Money statements, too.



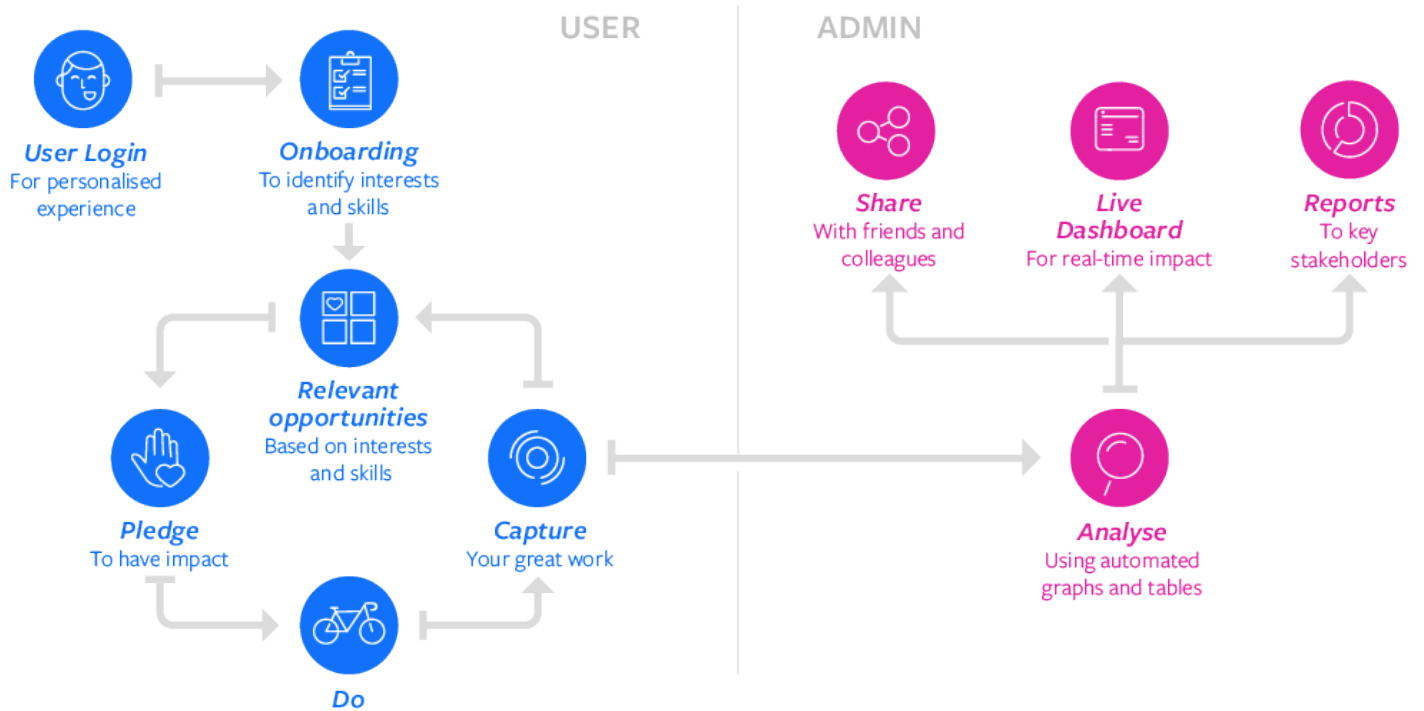
### Empower

Impact is helping to drive social value across the Places for People Group. It engages staff, helps them celebrate their success and gives them ownership. It’s also driving business change and making social value part of strategic business decision-making.



The monitoring and reporting of your social value, through Impact, will allow you to be more successful in understanding the impact on your communities. This data can be used to inform future projects, meaning communities will continue to benefit from richer, more substantial social value projects.

## Impact for Housing Providers:



Impact segments the great work housing providers do according to the location where it's occurred, so you can cross-reference your social impact across multiple postcodes. Not only that, but you can survey beneficiaries directly from the tool - for qualitative insights- making it easier to track how much an intervention has helped a tenant, for example.

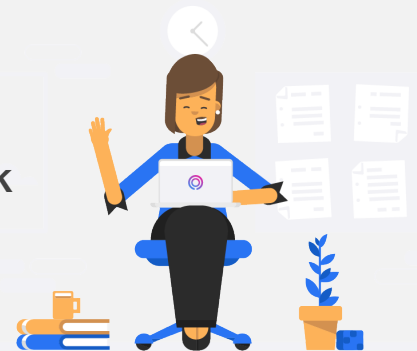
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