

Invest in Happiness **PLACEMAKING SUMMIT**

Wednesday 26 February 2025 | The Haymarket Theatre, Basingstoke

Basingstoke
#InvestInHappiness

southcoastcps
property investment & development



Basingstoke
and Deane

Meet...



Siân Rebourg

Head of Social Value
The Hill Group



Deborah Williams

Social Impact Manager
Sovereign Network Group

“Together we build: Innovation in developer-housing association collaboration”



Together we build: Innovation in developer-housing association collaboration

Deborah Williams (SNG) and Siân Rebourg (The Hill Group)
With Anita Hansen and Aliceja Fisher (SNG)

National Drivers:



Act now to avoid the hike (Picture: Shutterstock/Getty)

According to [Martin Lewis](#), 80% of households in England, [Scotland](#) and [Wales](#) currently [overpay for energy](#) — and in the coming months, it's only going to get worse.

In the latest edition of his newsletter, the Money Saving Expert founder shared the 'bad news' that the Ofgem Energy Price Cap is due to increase by more than expected in April.

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No excuses not to build 1.5m new homes, Rayner says



Rayner 'determined' to meet Labour's 1.5m new homes target

Guidance

The Procurement Act 2023: A short guide for suppliers (HTML)

Updated 29 January 2025

Contents

Making it easier to bid and work in partnership with the public

Making it easier to bid and work in partnership with the public sector

Social Value Portal

22 Jul 2024

The future of Social Value: From a new government to the Procurement Act

With a Labour government that has championed Social Value now in office and legislative changes set to enforce greater oversight, how can businesses get ahead of the curve?

The Sovereign Hill Partnership LLP (SHP) is an equal 50:50 limited liability partnership.

With placemaking at the heart of both organisations' values, the Investment Partnership's key objective is to regenerate urban brownfield sites.

Working closely with current residents of Basingstoke, SHP aims to create vibrant places with successful local economies, providing jobs and learning opportunities in conjunction with wider environmental, health, and social benefits.

The first focus for the partnership will be the communities of Buckskin and South Ham, located to the west of Basingstoke town centre. These London 'overspill' estates were built between the 1950s and 1970s and share the challenges of many similar post-war housing estates. Many of the homes are becoming more challenging to maintain, and they are amongst the top 20% most deprived areas in the UK.

Beyond Basingstoke... Case Study:

Watling Gardens Community Grant



- £18,000 towards Brent-based projects over three-year programme
- Supported community groups, charities and community projects aligned to LB Brent's 5 strategic priorities
- ActionFunder platform enabled matches with local projects, managed grant applications and monitored impact created
- Agreed grant partners through collaborative panel (Hill Group, SNG and Brent Council)

● SDG3 - Good health & wellbeing ● SDG2 - Zero hunger ● SDG1 - No poverty
● SDG10 - Reduced inequalities ● SDG7 - Affordable & clean energy
● SDG12 - Responsible consumption & production ● SDG4 - Quality Education
● SDG8 - Decent work & economic growth ● SDG11 - Sustainable cities & communities



Community Engagement

SHP partnered with Metro Dynamics to conduct a range of community engagement activities. Including recruiting paid Community Researchers.

Our Community Researchers had support from the Institute of Community Studies to design and conduct a community listening survey and several workshops with a variety of local people of various ages.

Through this, we have gained a unique, detailed perspective and rich insight into the challenges, concerns and hopes of residents for the future of Buckskin and South Ham.

Figure 3. Themes from our Community Listening Survey



Impact Story: Burnaby Bees



The Burnaby Bees gardening project aims to improve neglected green spaces outside the Burnaby shopping parade and encourage local people to learn and share gardening skills.

Originally, the green spaces were unloved, overgrown, and had become a hotspot for litter and fly tipping. The land was inaccessible due to metal railings, making maintenance impossible.



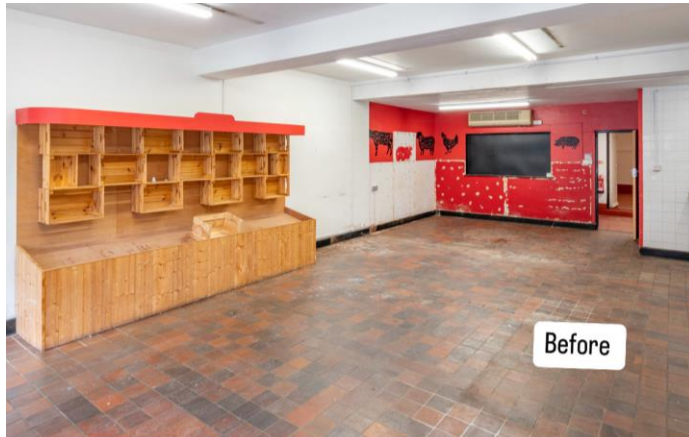
We secured £6,000 of funding from the Hubbub Foundation and Starbucks, through the 'Access to Nature' Fund, to work with the community to improve these green spaces. As a result, the space is now 1 out of 100 Nature Hubs across the UK. We have been working in partnership with BDBC and the award winning local garden designer, The Beady Gardener, to support us with delivering this project.

We have received some additional funding from the Home Office, Safer Streets Fund towards the project and to further look at improving the area around Burnaby shops.

Maximising Social Value

- Social Value embedded from commencement of the partnership
- All consultants required to provide social value “offerings” throughout the discovery period
- Mapped and aligned to SHP priorities from community research
 - ❖ **Ambition 1:** Renewed homes & streets where residents feel safe
 - ❖ **Ambition 2:** A prosperous community, with strong links to a growing economy
 - ❖ **Ambition 3:** A sustainable, healthy and integrated neighbourhood
 - ❖ **Ambition 4:** A proud, empowered and connected community
- Enabled delivery and community benefits
- Engaged suppliers to extend delivery

Case Study: King's Cafe



In September 2023, Westside Community Centre unfortunately closed due to reinforced autoclaved aerated concrete (RAAC), meaning that Westside Community Association (WCA) lost their home, and the South Ham community lost their well-loved community hub along with much-needed community services.

Fortunately, SNG had a vacant shop unit in one of the shopping parades in South Ham that presented an opportunity to enable WCA to reintroduce key community services. The unit was originally a butchers and required a lot of time, money and resources to turn the empty unit into a space that could be used.

Last summer, teams across SNG and SHP, along with our suppliers and WCA worked to transform the space, turning it into the cozy café you see today, which now houses the food pantry and other community services.



Holistic Approach to Social Value reporting

To maximise SHP Social Value outcomes there is a requirement to use more than one method of reporting. This will allow us to capture both the impact to the individuals as well as the monetary output economically.

TOMs

Delivery of SHP and supply chain partners:

Volunteer time

Apprenticeships

Career activity in education settings

Training

Jobs

£ for £ funding or in-kind services/ goods

HACT

Outcomes as a result of activity delivered:

Wellbeing changes of individuals

Wellbeing impact of environmental changes

Environmental changes

Wellbeing of employment outcomes for Buckskin and South Ham area only

Built Environment Tool

Total SV delivered so far...

£234,109.90



Any Questions?

Thank you for listening.

SianRebourg@hill.co.uk
Deborah.Williams@sng.org.uk