



Valuing Communities

Communities Report 2018



Welcome

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2.0 Foreword

The design of new housing and communities can have a profound effect on the health and wellbeing of residents. We know that new homes and developments result in additional value to the people who live in or near them. However, this 'social value' is not widely understood at present. Using various established methodologies, these values can now be monetised to illustrate their long-term worth.

The housebuilding industry in England and Wales is considered to be worth around £38bn a year, including contributing £2.7bn in tax revenues, £841m towards infrastructure and supporting almost 700,000 jobs.¹

Redrow's purpose is to create a better way for people to live. Instinctively we know from experience that we are achieving this through our approach to quality design and placemaking but we wanted to understand the measurable impact on the lives of the people and communities who live in and around our developments. In this, our second annual communities report, we set out to gain a greater understanding of these impacts and the social value new developments can provide.

The findings of this report not only support much of what we intuitively know about creating thriving communities, but also add to our understanding in other areas. In terms of the home itself, people gain the most social value from feeling safe and enjoying good levels of natural light. Both are a key focus in our design process.

From a placemaking perspective, being close to green spaces is most valued. This is an encouraging endorsement of our aim to create and enhance Nature for People. We have a long-standing relationship with the Bumblebee Conservation Trust and recently we established a new partnership with The Wildlife Trusts to help us develop a strategy to achieve net biodiversity gains on our developments. Simply put, we aim for there to be more nature on our developments after we have finished than when we began.

Well-connected, easy to navigate and safe streets are also highly valued: findings which support the work we have undertaken to develop and refine Redrow 8, our placemaking design principles. These principles help us implement our fundamental beliefs that people value well designed, healthy and nature rich neighbourhoods.

Thriving communities are based on a sense of belonging and community. Our research shows that creating social capital by building a network of friends in a community, together with feeling safe, adds the most social value. This is also reflected in the Government's new Civil Society Strategy: Building a Future that Works for Everyone², which has the delivery of social value as a thread running throughout the report. The strategy prescribes that social value – enriched lives and social justice – flows from thriving communities.

The publication of the findings in our latest report is an important step in helping everyone to better understand the social value to be gained from building new homes. It enables us to plan well-designed developments in the knowledge they will enrich the lives of everyone living in them.

John Tutte
Group Chief Executive, Redrow

3.0 Executive summary and key findings

“The fabric of our society is woven together by the threads of strong, cohesive, resilient communities.”

Being part of a community provides people with important, meaningful human connections and a shared sense of purpose. The fabric of our society is woven together by the threads of strong, cohesive, resilient communities.

In 2017 we carried out our first research study examining the importance of community in new developments. The resulting report, *Creating Britain's New Communities*, described how people valued being part of a community and provided a framework to help homebuilders and government in fostering new communities. In our inaugural communities report, in 2017, we questioned c2000 people, exploring the importance they place on being part of a community. A year and half on from that first report home building numbers have grown but more still are needed to meet demand. The National Planning Policy Framework (NPPF) has undergone a major overhaul, with an increased focus placed on, not only building more homes in places people are proud to live, but also ensuring these places are healthier, by design, and have less impact on the natural environment.



Social value

Our first community report outlined a framework for homebuilders and government to follow to help foster new communities. One of the main recommendations within the first report centred around the idea of embedding social value in homebuilding. Since then the social value movement has continued to gather pace, with the Social Value Act³ being extended to ensure that all government departments explicitly evaluate social value when commissioning services.

Building on the recommendations from the first communities report we have commissioned research which sought to attain a higher level of understanding of the social value new developments can provide. The research, which gathered views from 2,000 respondents, looked at social value from the perspectives of homes, place and community, with figures presented throughout this report over a 25 year period, around the typical term of a mortgage

Since the publication of the report, social value, as a concept, is featuring with even greater prevalence within government strategy. Social value permeates throughout the government's recently released Civil Society Strategy: *Building a Future that Works for Everyone*². Whilst social value, and its achievement, is continuing to grow in prominence it remains problematic to quantify. The UKGBC in its publication *Social Value in New Development*⁴ highlights the difficulty in measuring social value due to a lack of consistency and understanding.



What is social value?

There are many different definitions explaining the concept of social value, but in its simplest terms social value is about **quality of life or wellbeing** of current and future generations.

Improving wellbeing, through developing high-quality homes and great places, requires organisations like Redrow to leverage their business expertise and financial capital. But that alone would not be enough.

Social value is co-created; communities, developers and local government must come together with a shared ambition to **create better ways to live**.

Social value of new developments

For this, our second report we commissioned Simerica, a research consultancy that specialises in social impact measurement, to carry out research that could help us better understand the social value being generated by new developments. The assessment methods used by Simerica are consistent with those advocated in the Green Book, which is guidance issued by HM Treasury on how to appraise programmes and projects to measure, amongst other things, their social impact.

The approach Simerica have adopted, on our behalf, attributes financial values (social value) to positive outcomes and changes in experiences. The figures presented within this report are aggregated at a household level, accumulated over the course of a year. In addition, to demonstrate the social value of a development for all residents, the figures have been aggregated and discounted¹ over a 25 year period, which is around the typical length of a mortgage.

The social values presented in this report are based on Redrow specific samples (constituting a sample of Redrow customers and those similar in terms of income, region and homeownership). The values are not representative of the general population and cannot be directly applied elsewhere.

The expectation is that the research findings featured in this report deliver an evidence base which could be drawn upon in the formulation of an industry wide framework to provide consistency in the measurement of social value in new developments.

The research findings have been presented in two segments, with the first segment examining the social value of key features and characteristics of new developments. For ease of understanding developments have been sub divided into homes, places and community. These are explored through the themes of:



Health and wellbeing, in the section **Valuing health at the heart of a community**



Building network of friends in a community, in **The value of social capital**



Nature and biodiversity, in **Natural capital of new developments**

¹ Discounting is the process of determining the present value of the benefit, over a time period, taking into consideration that benefits further in the future are less valuable to us today. We use a 3.5% discount rate, in line with HM Treasury guidelines.

Social value headlines

The additional social value realised by the average Redrow household² on an illustrative new development, present value discounted over a 25 year period.

The additional social value is the difference between the social value of living on an illustrative Redrow development and the social value of living on an assumed similar industry standard development (based on similar households and the same outcomes).



Homes

1:
Movement from EPC band D to B
c£36k

2:
Size of home 16% larger than average
c£34k

3:
No noise from neighbours
c£14k



Places

1:
Close to green space
c£39k

2:
Easy to navigate and well connected
c£17k

3:
A pub or restaurant available
c£8k



Community

1:
Being able to borrow from neighbours
c£46k

2:
Talking regularly to neighbours
c£35k

3:
Feeling safe walking alone at night
c£7k

² A household size is assumed to be 2.69 (the average household size in England and Wales, weighted by the proportion of Redrow customers in each region).

The second segment

This segment, section 9, takes the social values figures derived for the individual features and characteristics of a new development and, using an illustrative development of 250 homes, estimates the total social value of a new high-quality development.

For this research the difference is contextualised as an overall positive change experienced by living on the illustrative Redrow development as opposed to living on the assumed industry standard development). It's important to stress that, in this case, Redrow could be used as a proxy for developers with a similar customer base who prioritise the creation of healthy, high quality homes and nature rich places.

Social value headlines

The additional social value realised by an illustrative new Redrow development of 250 homes, present value discounted over a 25-year period.



The overall additional social value of the illustrative 250 home Redrow development, present value discounted over 25 years.



Building the homes and places people value

The research findings provide clear supporting evidence that improvements in people's wellbeing are associated with high quality homes and well-designed, healthy places.

Using the research findings, and the more informed perspective they provide on the social value of new developments, we have made a series of the key recommendations which can, if followed, help to build more united, resilient communities that provide:

- Places where nature thrives alongside people providing nourishment and respite from our busy lives.
- Places where we feel safe and secure
- Places which enhance our physical and mental wellbeing
- Places where we feel a sense of belonging, togetherness and are proud to call home.

Recommendation 1



Presumption in the favour of healthy placemaking

When selling public land for housing the Government, and its agencies, should give precedence to developers that have a proven track record in producing high standards of quality, design and healthy placemaking. This is consistent with the presumption in favour sustainable development advocated and reinforced within the NPPF revision.

Recommendation 2



Planning for cohesion and behaviour change

Our research has told us that people value being welcomed into a neighbourhood. Housebuilders should produce community plans for their developments which utilise social media platforms. The purpose of these platforms should be two-fold; connect people together in the area, increasing social capital, and secondly arrange events/activities which encourage people to live more active lifestyles. These organised leisure activities should look to drive behaviour change around wellbeing by making best use of the facilities available on the development like sport pitches or cycle tracks.

“

Through the lens of social value this report draws attention to the benefits that well designed homes, good quality placemaking and community mindedness can bring to people lives. The research has proved to be hugely beneficial to Redrow, informing our approach to the design and delivery of thriving new communities. In addition, this report significantly adds to the body of knowledge on measuring the social value of all new developments.”

Rob Macdiarmid
Group Sustainability Director
at Redrow



Recommendation 3



Creation of high quality green spaces that enhance biodiversity

The results of our research show that people place great importance on being close to natural spaces. Developers should adopt a recognised, measurable approach to enhancing biodiversity which moves the industry towards net gain.

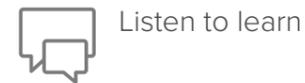
Recommendation 4



An appreciation of nature and leaving a lasting legacy

Include green, biodiverse spaces on developments which are accessible for people. Put measures in place, like information boards, to help heighten people's understanding and appreciation of nature and its continuing value to society. Developers should help to form community groups who can play an active role in engaging people with the natural spaces. These groups could also get involved in stewardship plans which ensure natural spaces continue to provide benefits for wildlife and people.

Recommendation 5



Listen to learn

Define social value objectives for the development as part of community engagement programme working closely with the community and key stakeholders to develop a social value proposition focused on clear outcomes.

Recommendation 6



Social value focused community infrastructure investment

Local planning authorities (PA) should develop an increased focus on wider social outcomes, derived from an improved understanding of social value. Too often PA's spend a disproportionate amount of time on trivial issues like the colour of roof tiles at the expense of much larger issues like delivering positive health and wellbeing outcomes. A better understanding of delivering social value by PA's could help to provide, amongst many other things, a more informed perspective on where section 106 and CIL payments could be best targeted to maximise community value.

Recommendation 7



A cycle of improvement

Developers should utilise tools, like the social value calculator being developed for Redrow, to forecast social value for new developments. The figures provided by this type of tool could inform the production of design codes being produced for a new development. As part of an iterative improvement cycle, projected data produced by a social value calculator should be tested through a robust post occupancy evaluation process.



4.0

The power of community

During times of conflict a spirit of camaraderie and togetherness has quickly galvanised people in response to a shared sense of purpose.

Being part of a community provides people with sanctuary, offering up the opportunity of meaningful human connection.

Communities form and flourish fed by an innate desire to belong. They can take lifetimes to take shape but we've also had moments in our history where communities have come together more rapidly. During times of conflict a spirit of camaraderie and togetherness has quickly galvanised people in response to a shared sense of purpose. It is by coming together with this shared sense of purpose that the value of communities can be fully realised.



A challenge to communities

The binding forces of belonging and friendship which draw people together are being countered by many varied opposing forces. It's true to say that the pace of life has quickened.

We live in a swirling maelstrom of noise and information, leading ever more convenient lives: you can shop on-line without a single meeting or conversation taking place; you are now almost as likely to talk to a machine or over a phone, rather than a human being face to face. Fundamentally we are being drawn towards individuality and independence rather than inter-dependence⁵.

A significant proportion of people now live alone. In 2017 28% of households were occupied by single people⁶.

The increase in social isolation and loneliness drove the late MP Jo Cox, to set up the Jo Cox Commission on Loneliness and outline a call to action in the report titled Combatting Loneliness one conversation at a time.

A strategy for civil society

The Government has released its Civil Society Strategy: Building a Future that Works for Everyone². The view offered up within the report is that civil society is when individuals and organisations act with the primary purpose of creating social value.

By social value they mean enriched lives and a fairer society for all. The report proposes that civil society can help tackle a range of social challenges, including, isolation, loneliness, and the challenges of community integration. Within the ministerial forward of the report the Rt Hon Jeremy Wright MP and former MP Tracey Crouch estimations are that to meet the opportunities and threats of the future a new approach is needed, which provides greater freedom and responsibility to communities. They also believe that big societal challenges, including the future of community integration and housing, are being tackled through solutions that bring together public services, businesses, and communities.



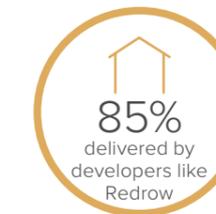
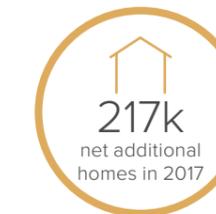
Home building and community creation

In 2017 there were 217,000⁷ net additional dwellings with 85% of these being new homes, built by developers like Redrow.

Around 300,000 more homes a year are still are needed⁸ to meet demand. Homes, whilst being important, are only part of the story. At Redrow we pride ourselves on building high quality homes with distinctive characteristics but these properties do not sit in isolation of their surroundings - instead they piece together to form thriving communities.

The Civil Society Strategy report outlines that social value, enriched lives and social justice, flows from thriving communities. These are communities with a sufficient stock of, amongst other things, physical, natural, and social capital. Additionally, the Government's Green Paper, Integrated Communities Strategy⁹ provides direction on how stronger, more united communities can and should be formed.

Establishing integrated, cohesive and sustainable communities in a challenging environment can be difficult and what makes community building so complex is that it occurs in an infinite number of small steps⁵.



Strength comes from understanding

Building new communities involves many actors from central, regional and local government to developers, housebuilders and local communities.

A great number of assumptions are often made, by these actors, about the small steps necessary to effectively build resilient communities. Building strong, cohesive communities requires a common understanding of what people truly value.

In Redrow's inaugural communities report¹⁰, we questioned c2000 people to better understand what people want from their communities. The report outlined a framework for homebuilders and government to follow to help foster new communities. One of the key recommendations in the report was how social value should be embedded in the homebuilding process. Since the publication of the report in February 2017 the UKGBC has gone on to explore this further in their publication Social Value in New Development¹¹. This guide is designed to help development teams, local authorities and other key stakeholders understand social value in relation to the built environment. In the guide the UKGBC detail the barriers to driving social value in new development. These barriers are, amongst other things, a general lack of understanding of the potential social value of high quality development and the difficulty in measuring social value, due to a lack of consistency and understanding.

Building on the findings from the first communities report and looking to overcome the barriers outlined in the UKGBC report we commissioned research which sought to attain a higher level of understanding of the social value new developments can provide, clarifying how high-quality homes and proficient placemaking are enriching people's lives.

The research findings within this report have been presented, predominately in monetary terms (social value), expressing the degree to which people lives are being enriched, through an improvement in wellbeing by new homes and placemaking. Section 5 in the report details the reasoning and methodology behind the valuation processes that have been adopted and

the rationale behind attributing financial value to non-market value items such as 'having a view of nature' from your home.

Anchoring back to the Government's Civil Society Strategy this report divides the research findings, exploring social value from the perspectives of physical, natural, and social capital. Addressing physical aspects and social capital there is a remarkable amount of research on the associations between urban areas and health or well-being¹¹. The University of Bath has carried out an economic valuation of health impacts related to the urban environment. This is part of 'Upstream'¹² which Wellcome Trust funded research into healthy urban development that Redrow is participating in. Section 6 in this report, 'Valuing health at the heart of a community' offers up a different lens to evaluate health impacts. Rather than valuing the negative health costs related to lower quality urban environments section 6 conveys, in monetary terms, the extent to which features and characteristics of urban environments are enriching people lives, improving their wellbeing.

The value of forming a network of friends that can provide care and support, sometimes referred to as social capital is explored in section 7.

Section 8 considers the importance of nature for people and the value of biodiverse local green spaces to communities.

Crucially section 9 aggregates the data presented in the previous two sections examining the totality of features and characteristics that bear upon a new developments ability to enrich people's lives. A graphical depiction, with annotations, has been used to illustrate the social value of a high quality, new 250 home development.

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Social value has rapidly grown into a topic of significant importance for the built environment sector, and this will only strengthen as the concept becomes increasingly integrated into local planning policy. Through this report, and the research contained within it, Redrow has clearly demonstrated that it is in the vanguard of UK housebuilders embracing social value. This is hugely welcomed, and will support the business case for Redrow's delivery of high quality, sustainable communities.”

John Alker
Director of Policy and
Places at UKGBC



5.0

Measuring social value

“I am delighted by the focus Redrow places on social value in its design and construction work.”

“The results of our work for the company demonstrate clearly the importance of good housing and place-making to social value, for both communities and individuals, and can help Redrow to deepen its focus on social value over time.”

Daniel Fujiwara at Simetrica

The research on social value has been undertaken on behalf of Redrow by Simetrica who work across a wide range of sectors, providing research and consultancy advice on social impact measurement and policy evaluation.

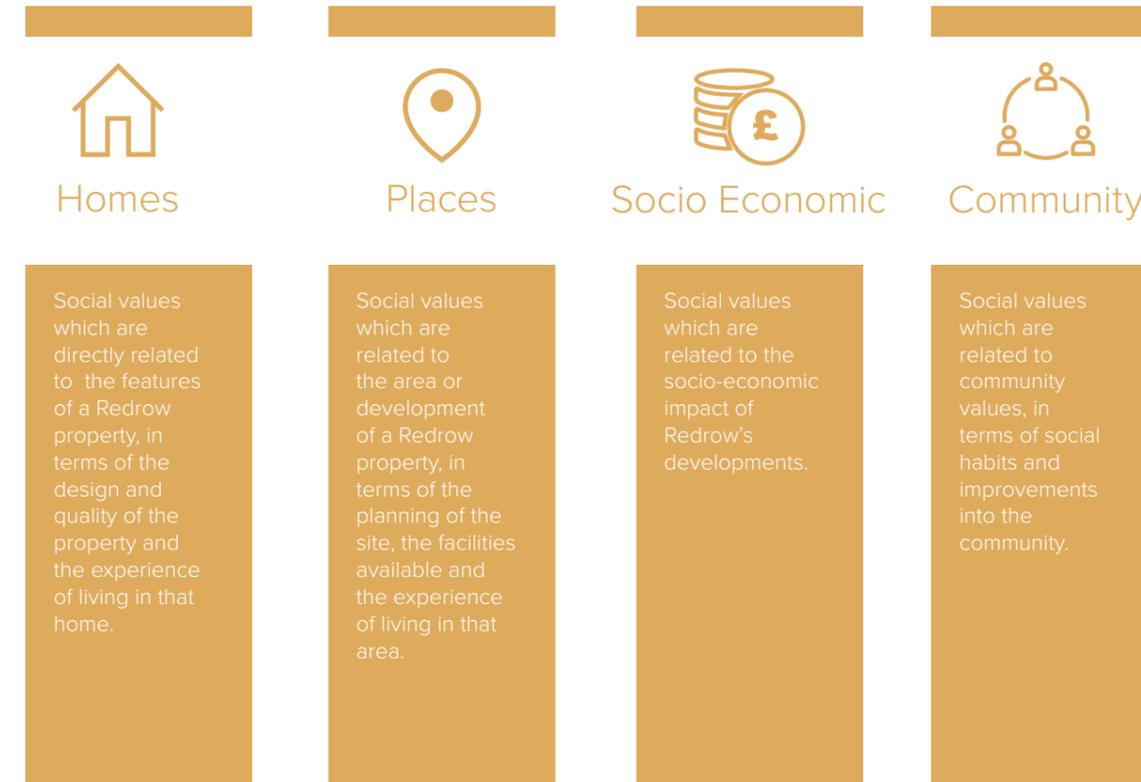


Approaches to valuation

Simetrica has used a combination of methods which means the valuation type differs across outcomes.

Each outcome has been valued using best-practice HM Treasury Green Book methods, which ensures the research delivers robust and defensible measures of social value.

The social values relating to a Redrow development are grouped into four categories:



Valuation types

Valuation types differ depending on the outcome and what data is available.

Figure 1 provides an overview of the three main measures of social value which are valued as part of this research. Table 1 gives more detail on all the valuation methods used in the study.

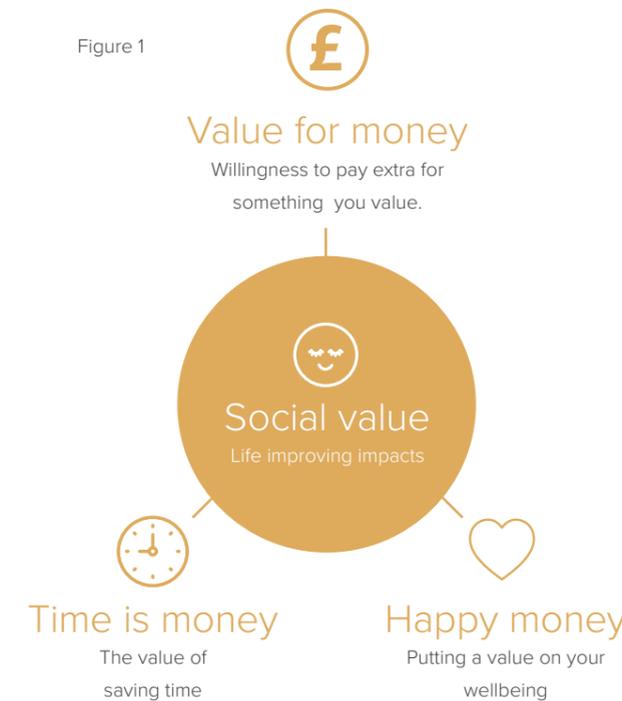


Table 1

Subjective Wellbeing (SWB) valuations	<p>Subjective Wellbeing (SWB) valuations are average monetised values of changes in wellbeing. They can be interpreted as the average value of the change in wellbeing associated with the change in the outcome.</p> <p>This method involves asking people to assess their SWB, usually measured by asking questions such as "How satisfied are you with your life overall?". Using this information we can look at the association between people's SWB and certain housing outcomes. For example, do people with good level of natural light in the home tend to report higher levels of SWB? In particular, we can statistically analyse the relationship between SWB and the outcome concerned to measure how strong the association is.</p> <p>We can monetise the impact this outcome has on wellbeing by estimating how much more money an individual would need receive to achieve the same increase in SWB.</p>
Willingness to pay (WTP) valuations	<p>The willingness to pay (WTP) values can be interpreted as the average maximum WTP for the outcome. For example, the maximum WTP to have a view of nature from your home.</p> <p>This method involves asking respondents to choose between goods or experiences based on the price and their WTP for them.</p>
Value of time (VT) valuations	<p>The value of time (VT) values are average WTP values for moving to a quicker journey compared to the average journey time in the UK. They can be interpreted as the average value of time saved. For example, the journey time saved from living closer than the average person to a park.</p> <p>This method was developed by the Department for Transport and it involves asking respondents to indicate their WTP to decrease journey times.</p>
Direct monetary (DM) valuations	<p>Simply the average direct monetary amount (rather than converting another value into £s). For example, the value of wages paid.</p>

Sources of valuations

We derive valuations from three sources:

1

Existing research

Monetary values of some outcomes were available in academic literature and/or government research. Where this is the case, existing valuations have been selected based on their robustness and on transparency about how they were produced.

The existing values used in the project are for the value of time (VT) saved (taken from the Department for Transport), direct monetary (DM) values (e.g. cost of a school place to the Department for Education), or SWB values from previous Simetrica research. Where possible and necessary, these values were adapted to represent the typical Redrow Customer.

2

Analysis of existing data

Data on some of the outcomes is collected in nationally representative datasets, alongside measures of subjective wellbeing. We used data from Understanding Society, British Panel Household Survey, The English Housing Survey and Monitor of Engagement with the Natural Environment (MENE) to conduct SWB valuation.

3

Primary data collection and analysis

We used a Discrete Choice Experiment (DCE) to value outcomes for which data or research did not already exist. In a DCE, survey respondents are asked to choose between different bundles of outcomes, for example between purchasing different houses with differing physical characteristics, which allows the relative value of features to be analysed. Research shows that this method is easily conceptualised by respondents as it mimics real life purchasing decisions.

Rather than asking a respondent 'how much are you willing to pay for this house?', respondents are asked to consider a hypothetical choices of houses with different characteristics and prices. Statistical analysis of the hypothetical choices made allows us to show how the different characteristics are traded within the decision making process, especially with respect to price.

This enables us to attach a WTP value to outcomes that are usually not explicitly priced into real housing markets.

Net social values

All values presented are net social values. A net social value should be understood as a social value minus any payment for the benefit (also known as consumer surplus).

For example, if the value to a customer of having a view of nature from their home is £15,000 (gross social value) but they pay an additional £10,000 to have a home with this benefit, the net social value is £5,000.

Therefore, the concept of net social value is only relevant to outcomes which affect the house price.

All social values should be interpreted as the difference between the monetary social value of the outcome and the price a customer might pay for the outcome.

Methodology applied to aggregate data and produce scenarios

Illustrative 250 home development

The valuations were aggregated to produce scenarios in which the social value of an illustrative 250 home Redrow development is compared to social value of an assumed illustrative industry standard development. In order to do so, the following assumptions and methods were used:

Estimating the social values for a household:

- All values are estimated for an average Redrow household.
- The average Redrow household size is assumed to be 2.69 people (the average household size in England and Wales, weighted by the proportion of Redrow customers in each region).
- The average mortgage length is assumed to be 25 years.
- All values are converted into present value discounted over 25 years with a 3.5% discount rate.
- All values are presented as net social values and are in 2018 prices.

Estimating the social values for a development:

- The development is assumed to take 18 months to build.
- The average price of a home on the Redrow development is assumed to be £309,800, with the total revenue of the Redrow development assumed to be £77,450,000.

Counterfactual cases:

- 'Total social value' should be understood as the social value delivered by the outcome with the counterfactual case of not having the outcome at all (e.g. feeling safe in the area vs not feeling safe in the area).
- 'Additional social value' should be understood as the social value for the outcome delivered by Redrow with the counterfactual case of the outcome delivered by the industry standard (e.g. feeling safe on a Redrow development vs feeling safe on an industry standard development). This is the difference in total social value provided by Redrow and the industry standard development.
- The additional social value figures are upper bound estimates as we assume any additional resource used to build the Redrow development would not have been used elsewhere in the counterfactual case.

6.0

Valuing health at the heart of a community

Put quite simply, the UK is spending billions of pounds on wholly avoidable illness.

Health and wellbeing is an issue of ever expanding value and importance to society. In the NHS's Five Year Forward View, the future health of millions of children, the sustainability of the NHS, and the economic prosperity of Britain all now depend on a radical upgrade in prevention and public health. Put quite simply, the UK is spending billions of pounds on wholly avoidable illness.



There is a growing body of research that draws attention to the fact that neighbourhoods and communities, the environments we live in, are inextricably connected to our wellbeing.

Some would say that this relationship between the urban environment and health was identified more than a century ago by Sir Ebenezer Howard. Upon observing the bleak squalor and pollution of inner city London he developed his vision for garden cities, which are a place where people can live healthier lives, travel easily, raise families and seek out sanctuary in nature.

Looking more closely at the built and natural environment we can appreciate, intuitively, how our physical and mental health is being shaped. The research we have carried out attributing social value to key elements of our homes, neighbourhoods and communities not only substantiates this but also offers a different lens where we can measure, in monetary terms, the extent to which features and characteristics of urban environments increase people's wellbeing.



Home is where the heart is

The phrase 'home is where the heart is' is often used to emphasise the emotional connections we make with our domestic environment.

But homes also strongly influence our physical health, starting first and foremost with their size. According to the Office for National Statistics the average size of properties sold in England and Wales in 2016 was 90 metres squared. Compare this to the average size of Redrow home sold in 2018 of 104 metres squared which is 16% more.

You only start to appreciate the benefits of having more space when you've lived in a house with very little. A small home can lead to overcrowding which according to the Shelter report Full house; How overcrowded housing affects families,¹³ impacts on health and wellbeing, the spread of illness, increasing stress and effecting the quality of relationships. The internal lighting of our homes is also known to have a positive effect on our wellbeing. UKGBC's report, Health and Wellbeing in Homes commented that natural light makes us aware of the passage of time. The specific mechanisms of this interaction are not entirely understood but our bodies are naturally in tune with external light levels and characteristics. Redrow homes are fitted with larger windows and higher than standard ceilings to amplify natural light in the rooms.

The NHBC Foundation, in its publication Beyond Location, Location, Location: priorities of new-home buyers, noted that in the priorities of different purchaser types that people downsizing included energy efficiency high up in their top seven priorities when purchasing a home. The energy performance of a home can contribute towards health problems in the winter when people regarded as living "in fuel poverty" cannot afford to pay their energy bills and as result cannot keep warm.



The energy efficiency of homes is rated on scale from A (most efficient) to G (least efficient). Over the period of 25 years, around the typical length of a mortgage, the movement upwards by one band on the rating is associated with c£36k in additional social value to an average Redrow household.



A simple uplift of 16% of the average size of property is associated with the additional social value figure, for an average Redrow household, of c£34k



Homes provide us with an escape from the hustle and bustle of the outside world. Closer to home the data estimates that a quiet home free from the noise generated by neighbours is associated with the additional social value of c£14k to an average Redrow household



Our research data supported good natural light in the home being associated with the additional social value of c£4k for an average Redrow household



The greatest wealth is health

Sir Ebenezer Howard, looking to promote his idea of garden cities, founded the Town and Country Planning Association (TCPA) in 1899.

Since its foundation the TCPA has represented a union of ideas around beauty in design, economic efficiency and social justice.

Over the last 10 years the TCPA have been vocal in the promotion of their garden city principles, which includes an appreciation of the links between people's health and the design of the built environment. The TCPA have developed a set of practical guides to help local authorities and developers create high quality places that will stand the test of time. Redrow provided support in the production of Guide 8: Creating health promoting environments¹⁴. The guide encourages places to be created that 'prioritises active and inclusive environments which provide easy and safe opportunities for everyone to be physically active through sustainable modes of travel'.

The Design Council, in their report Healthy placemaking, define this to mean 'Tackling preventable disease by shaping the built environment so that healthy activities and experiences are integral to people's everyday lives.'

Woodford Garden Village - Garden city principles

Garden city principles have been incorporated into the design and layout of our Woodford Garden Village development in order to facilitate the delivery of a high-quality sustainable residential neighbourhood. The landscape-led design approach is principally characterised by a network of 'green streets', which will link the new village green, playing fields and play areas, provide permeability through the site to the open countryside beyond, and encourage active modes of travel such as walking and cycling. The uses that will be delivered within the site – the shops, the public house, a doctor's surgery, a school and heritage centre, as well as the significant areas of open space – will provide a resource for the wider community and bring activity into the site during the day. Overall, the development will provide a high-quality, well connected built environment, with a wide range of facilities that should enhance the health and wellbeing of both new residents and those already living in the area.



Our research supported this view with ease of navigation/ easy to reach facilities on the development, for an average Redrow household, being associated with the additional social value of c£17k.



In Ebbsfleet Garden City 95 per cent of residents will live within a five minute walk of a bus stop. A dedicated bus service will help them make a choice between using the car or choosing the more sustainable public transport option when they go to nearby places like Bluewater. We have also completed the first of our new paths for walkers and cyclists. Once complete the Garden City will be connected by a series of paths for walkers and cyclists encouraging people to get out and explore. Added to this the acres and acres of open space and sports and leisure facilities provide opportunities for people of all ages to be outside and active."

Kevin McGeough,
Director of Ebbsfleet Garden City's
Healthy New Towns project



c£4k
Natural light =
Improved mental
health



c£34k
Bigger house =
Improved social
engagement



c£36k
Energy efficient =
Reduced fuel
poverty



c£14k
Quiet =
Improved relaxation
and sleep

The improved wellbeing for an individual from participating in sport activity has been valued at £1,127 per person per year, or £94 per person per month¹⁵ by other studies.



A health map for the local human habitat¹⁶

NHS Healthy Town Network

We are members of the NHS Healthy Towns Network, which aims to improve the health of the nation by creating healthier places to live. The network represents a diverse group of housing experts. Each of these twelve members will be part of an important forum for dialogue on healthy place-making between health bodies and those who deliver homes across the country to ensure these areas provide residents with the opportunity to live a healthier life.

There are currently 10 sites in the healthy new towns initiative, which all prioritise health and wellbeing in the delivery of new housing developments and regeneration schemes. This includes the Ebbsfleet Garden City development in Kent. Ebbsfleet Garden City is the largest of the pilots, with ambitions to build up to 15,000 new homes and create 30,000 new jobs. This includes 900 new homes at Redrow's Ebbsfleet Green development. The garden city offers a sustainable and innovative approach to provision of local infrastructure including health services, which enable effective new models of care to be delivered in appropriate multipurpose settings. Those residents at Ebbsfleet Green can also be part of the Edible Ebbsfleet initiative.



c£14k
Easy to reach
facilities =
Increased walking



c£14k
Sport facilities =
Increase in physical
exercise



c£14k
Park in close
proximity =
Increase in walking /
physical exercise



New developments that provide facilities so that residents can participate in sporting activities are associated with the additional social value of c£4k to an average Redrow household.



7.0

The value of social capital

That's when good neighbours become good friends. You will probably recognise this line taken from the theme tune for the long running Australian soap, Neighbours.

But when do good neighbours become good friends? What value do these friendships bring to our lives?

The findings from our first community report presented the view that being part of a community was important to people, with 87% of the 2,000 questioned confirming that. The results from the study undertaken for this report supported this view.

Building a network of friends in a community it sometimes referred to as social capital. The Organisation for Economic Co-operation and Development (OECD), in its publication Four Interpretations of Social Capital,¹⁷ defines social capital as the links, shared values and understandings in communities that enable individuals and groups to trust each other and work together. In our 2007 report, 90% of respondents claimed to know their neighbours by name.



A regular conversation with neighbours is associated with c£35k of additional social value for an average Redrow household.

The report by the OECD notes that people with more social engagements tend to report higher levels of happiness and life satisfaction, with socially isolated people more likely to suffer from depression when under stress.

The OECD report suggests that personal relationships bring intrinsic pleasure and also act as a buffer from loneliness and social isolation. The BBC launched the Loneliness Experiment in 2018, with 55,000 people from around the world completing a survey¹⁸. One of the findings of the survey highlighted a common stereotype that loneliness mainly strikes older, isolated people but the BBC survey found even higher levels of loneliness amongst younger people.

The issue of loneliness is also being address by the UK Government, with the Prime Minister confirming in October 2018 that all GPs in England will be able to refer patients experiencing loneliness to community activities and voluntary services by 2023¹⁹.

The practice known as 'social prescribing' will allow GPs to direct patients to community workers offering tailored support to help people improve their health and wellbeing, instead of defaulting to medicine.



Being able to borrow from neighbours provided a positive outcome, associated with the additional social value c£46k for an average Redrow household.



Strengthening existing, community networks

Redrow organises social events on our developments to help forge new, and strengthen existing, community networks. At Amington Garden Village in Tamworth we ran a community day to bring customers, staff, stakeholders and council members together to celebrate the new site and discuss future community activities. We supported the 'Great Get Together' which is an initiative founded in 2017 by the family and friends of Jo Cox through the More in Common partnership.

We ran four Great Get Together events at our Goetre Uchaf, Springfield, Regency Manor and Green Hamilton developments.

Social media

As mentioned during the introduction to this report we have an innate need for contact with other people.

42% of Redrow customers surveyed for this report are a member of a social media group related to their neighbourhood.

Social media can help to connect friends and keep people in touch, although caution should be exercised to not over use it as some research suggests that there is an association between the use of such platforms and depression²⁰.

Recommendation 2

Our research has told us that people value being welcomed into a neighbourhood.

Housebuilders should produce community plans for their developments that utilise social media platforms. The purpose of these platforms should be two-fold: connect people together in the area to increase social capital and arrange events/activities that encourage people to live more active lifestyles. These organised leisure activities should look to drive behaviour change around wellbeing by making the best use of facilities available on the development like sport pitches or cycle tracks.

Engagement events

New developments, when done well, can unlock sites and create thriving and prosperous communities.

Redrow works alongside the local community to design developments that integrate well into the surrounding area, with a strong local identity. We entered into a 50/50 partnership with LB Wandsworth to deliver the residential-led regeneration of this 1960s built estate in Roehampton, London. We actively engaged with stakeholders, through a series of workshops, providing numerous opportunities for local people to participate in the masterplan development process. In addition, we ran a number of community events including the Roehampton 'Feel Good' Festival and Safer Neighbourhood events.

A community trust

We've created an innovative community trust at Caddington Woods, run by local stakeholders and funded by rental incomes from our affordable homes.

Income from the trust is expected to reach more than £5m over the next 20 years. It will be used to support community projects like a free bus service and a state-of-the-art community centre.

8.0

Natural capital of new developments

Nature is essential – both for its own sake, but also for our lives.

From the air we breathe, the food we eat, to the materials we use to build our homes; from fashioning our clothes to regulating our climate, we rely completely on nature.

It's essential to our wellbeing, our economic structures and the functioning of our society and neighbourhoods. So when nature is in decline, when we are losing habitats and species and the quality of the environment is deteriorating, it affects us all.

Importance of nature for people

Techniques attempting to place a value on the 'services' nature provides us are becoming more widely used as policy makers and businesses seek to take into account the full impacts their decisions have on the natural environment.

In the development of new communities in and around our towns and cities these natural services play an important role for the people that live there by removing pollution from the air, providing cooling in summer, managing storm water and preventing floods, as well as cultural benefits such as opportunities for recreation.

Less tangible, but still of critical importance, is the role nature plays in our health and wellbeing. There is a wealth of research showing that access to nature and green spaces improves both physical and mental health and wellbeing. In its 2011 Natural Environment White Paper, the government describes the importance of 'nature's health service'²¹, a view recently reinforced in the new 25 Year Environment Plan,²² which states that 'connecting more people with the environment will promote greater well-being'.



Benefits of nature

Health and wellbeing benefits derived from nature include:

Feelings of relaxation and calm

Improved physical fitness

Reduced depression

Reduced levels of stress and anxiety

Reduced mental health issues

Improved blood pressure

Social and community benefits derived from accessing nature include:

Places for children to play and develop social skills

Opportunity to learn new things about nature, self and local area

Can help improve concentration which may have educational benefits

Places to relax and either be alone or socialise

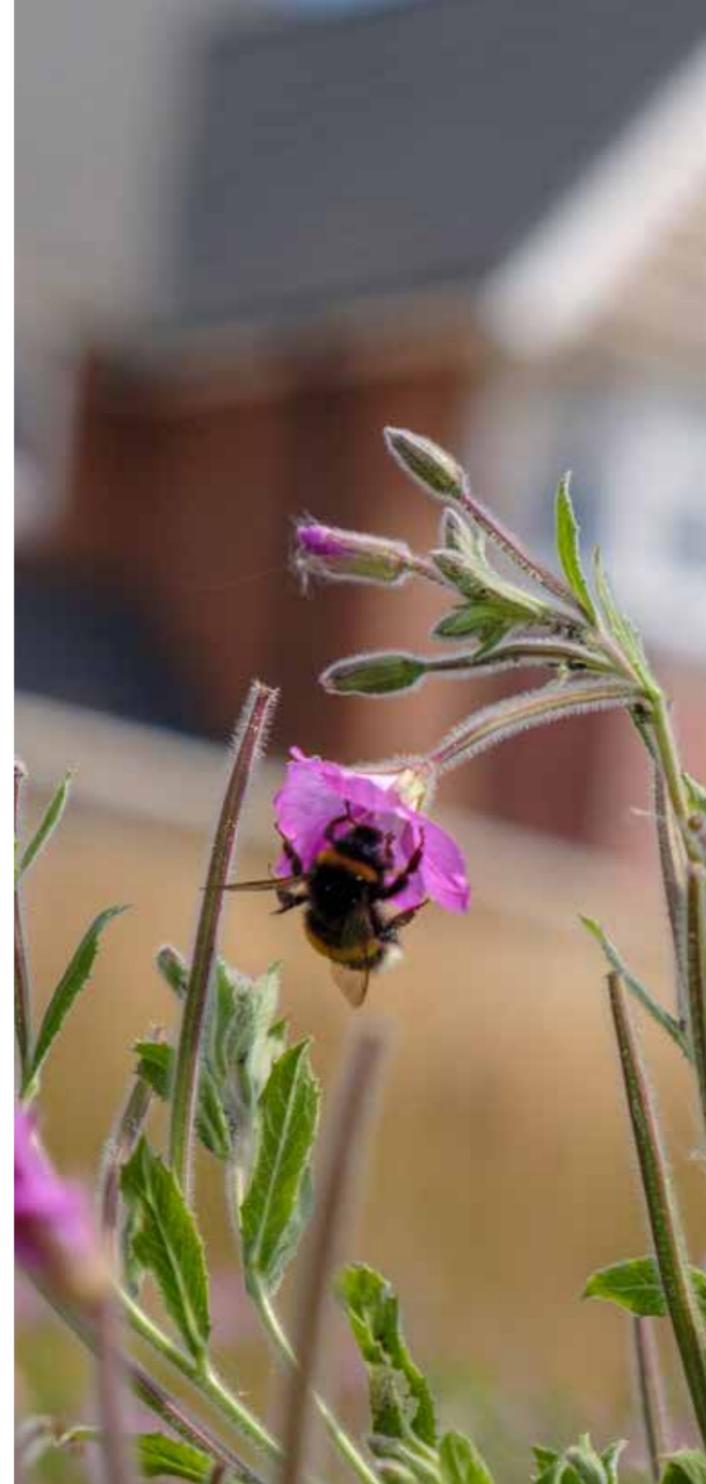
Caring for natural spaces can provide a sense of purpose

Social spaces which help neighbourhood connections, forge friendships and can reduce loneliness

Contributes to preventative health agenda and can reduce health inequalities

Provides opportunity for family activities

Learning to care for community spaces and nature



The results of our research further illuminate the value of local green spaces to communities, with the data estimating that the physical and mental benefits stemming from living close to green space, for an average Redrow household, are associated with an additional social value of c£39k.



While the ability to physically enjoy nature is clearly important, our survey respondents also indicated their preference for living in a home with a view of nature, which is associated with an additional social value of c£6k to an average Redrow household.

Connecting people with nature

Providing easy access to nature through the provision of local green spaces is essential to enabling these benefits for individuals and communities to be realised on a regular basis. Natural England's 2018 Monitor of Engagement with the Natural Environment²³ survey shows that more people are visiting nature on a regular basis than ever before and that half of all of these visits are to green spaces within towns and cities. For many people, parks and other urban green spaces provide the only regular opportunity to enjoy nature, with 93% of people agreeing that 'having open green spaces close to where I live are important'.

Conversely, towns and cities are also vital for nature. Despite a network of protected sites across the UK, nature is in decline with many species, including hedgehogs, house sparrows and bats suffering significant reductions in population. There is recognition that protected sites alone are not enough to halt this decline and all parts of our countryside and urban areas have a role to play. Green urban spaces can provide important habitats for a range of species as well as forming part of essential corridors that allow movements of wildlife between green spaces and rural areas.

Creating havens for Bumblebees on new developments

Urban spaces and gardens are becoming increasingly important for the UK's declining population of pollinators and have the potential to provide crucial food and nest sites for bumblebees and other insects. We are working in partnership with the Bumblebee Conservation Trust to create bee-friendly planting on our developments and to encourage our customers to do the same in their new gardens. At our development in Saxon Brook, Exeter, we've designed the public open spaces to be the optimum habitat for bumblebees to thrive. This includes wildflower meadows, an orchard and carefully considered plants for the other landscaped areas. The aim is to provide suitable flowering plants with plenty of nectar from early spring through to late autumn. The show home gardens have also been planted to help bees and to inspire new customers to do the same.



Furthermore, the creation of high quality, biodiversity rich green spaces in towns and cities can create a virtuous circle. The enjoyment and sense of wellbeing people feel from being in nature can engender a sense of connection with the natural world and a feeling of ownership of the local space which can lead them to care for and protect these natural spaces.

This supports previous studies suggesting that properties near green spaces benefit from higher values than those that aren't. It also suggests that some of the wellbeing benefits from nature can be accrued simply by viewing it. This is supported by research that found that hospital patients with views of trees from their room had shorter stays and less need for pain medication²⁴.

Nature for People

Redrow's new biodiversity strategy

As part of our aim to create thriving communities we are working with the Wildlife Trusts and the Bumblebee Conservation Trust to develop a new biodiversity strategy for Redrow. The strategy will have the following key principles at its heart:

- Ensuring net gains for biodiversity using recognised, accepted approaches
- Incorporating local priorities (ecological and people) into the designs
- Achieving connectivity of habitats throughout and beyond developments
- Making natural areas accessible, attractive and understandable to people to encourage their use and protection

Legacy - Long-term, effective management & maintenance

Recommendation 3

Creation of high quality green spaces that enhance biodiversity

The results of our research show that people place great importance on being close to natural spaces. Developers should adopt a recognised, measurable approach to enhancing biodiversity which move the industry towards net gain.

Recommendation 4

An appreciation of nature and leaving a lasting legacy

Include green, biodiverse spaces on developments that are accessible for people. Put measures like information boards in place to help grow people's understanding and appreciation of nature and its continuing value to society. Developers should help form community groups that can play an active role in engaging people with the natural spaces. These groups would also get involved in the development stewardship plans which ensure natural spaces continue to provide benefits for wildlife and people.



“

Demonstrating that conservation of bumblebees and other pollinators, that reversing their serious declines is not only beneficial for a healthy diverse natural environment, but also for human wellbeing, is as much desirable as it is challenging.

“This challenge has been embraced through the partnership of Redrow Homes and Bumblebee Conservation Trust. Together we have sought to communicate the importance of pollinators, through the iconic and charismatic bumblebee, in terms that are relevant, and better understood in the communities Redrow is creating. Communities are inspired to take action and help create an environment for the benefit of future generations”

Gill Perkins
Bumblebee Conservation Trust

9.0

The social value of placemaking

In March 2018 the Prime Minister launched a major overhaul to the National Planning Policy Framework (NPPF) with the aim of providing a comprehensive approach for planners, developers and councils to build more homes, more quickly, in the places people want to live²⁵.

The revised NPPF introduced new quality standards so well designed new homes are built in places people are proud to live in. These sentiments around design quality were echoed by the then Housing Minister, Dominic Raab, in his speech at the Design Quality Conference 2018, where he stated the following points:

- We need homes that embody the high standards of quality and design that are at the heart of strong communities
- Great design, along with the right targeted infrastructure investment, delivers more of the places where people really want to live
- Good design can also improve people's health and wellbeing
- Raising the bar on design can help tackle wider social issues such as crime

Garden communities programme

Movements like, Ebenezer Howard's garden cities²⁶, have helped establish the UK as world leaders in architecture and urban design. The principles of the garden cities movement still resonate today and are supported broadly by government who are calling for an increase in garden towns in England, as part of the new Garden Communities Programme²⁷. Redrow are taking a leading role in the delivery of a new generation of garden communities where we are creating entire communities with schools, facilities and homes set within a network of beautiful green spaces and places. Our Woodford, Ledsham, Amington, Ebbsfleet and Plasdwr Garden Villages are all under construction with the first families now living there. These new communities provide an exciting benchmark for the quality of large-scale communities across the UK in the future.



Redrow 8 - Design principles

At Redrow we are well-placed to respond positively to this new agenda and have recently refined our set of placemaking principles, which we have called the “Redrow 8”.

These principles have drawn on Redrow's many years of experience in delivering high quality distinctive places to live:

LISTEN TO LEARN

Connecting with local communities and stakeholders at an early stage to identify local concerns that may inform the development proposals.

KEEPING IT LOCAL

Working to design around what is important locally, dovetailing developments to sensitively fit into the area.

EASY TO GET AROUND

Creating new or improved connections between developments and the existing community by stitching streets and routes into the neighbourhood.

PLACES TO GO & THINGS TO DO

Creating locally tailored, interconnected community infrastructure to provide opportunities for people to interact and socialise.

NATURE FOR PEOPLE

Creating new, or enhancing existing wildlife habitats and better connecting people to them through thoughtful design of public spaces.

STREETS FOR LIFE

Recognising the street as an essential part of creating safe, attractive and friendly places to live, where neighbours can meet each other.

HOMES FOR ALL

Delivering sustainable and socially cohesive communities that are formed by a diverse mix of housing types and tenures.

BUILT TO IMPRESS

Creating inviting, memorable entrances and building beautiful, distinctive homes. First impressions count.

“

Good design is more than what buildings and spaces look like. It's about how places function.

“The Redrow 8 principles encourage the creation of places that encourage activities and behaviours that offer social benefits. For instance, through ‘Streets for all’ Redrow are putting their weight behind the government’s ‘Manual for Streets’ that emphasises the value of well designed streets in encouraging more active lifestyles whilst also creating opportunities for social interaction. In turn, this can help us tackle some major issues facing our society such as increasing levels of adult and childhood obesity as well as the sense of social isolation felt by not only our more senior citizens but those increasingly working alone at home as the way many people are working changes.”

Dr Stefan Kruczkowski
Urban Design



Valuing placemaking for new development

Over the last 2-3 years a number of reports have been produced looking at the economic land value uplift of good placemaking.

Up to
50%

Early spending in infrastructure, local amenities and public spaces not only creates better places but increases land values by 25%²⁸ or even as high as 50%²⁹

Organisations like the Housing Associations' Charitable Trust (HACT), working with Simetrica, have developed a Social Value Bank (SVB)³⁰ which can provide a basic assessment of social impact of different improvement programmes linked to housing and development.

The SVB can attribute social value to positive outcomes such as: job creation, reduction in anti-social behaviour, increases in training and an increase in the uptake of people undertaking sporting activity. Other studies have looked how to more broadly measure the social sustainability of new housing developments like the Berkeley Group's Creating Strong Communities report³¹.

The approach we have adopted for the second community reports builds on this research by attributing financial values (social value) to positive outcomes and changes in experiences. Social value, in the context of this study, should be considered as the difference a new development is making in people's lives.

This is why the figures are presented at a household level, discounted over a 25 year period; around the typical length of a mortgage. For this research the difference is contextualized as a positive change experienced by living on a Redrow development as opposed to living on an assumed industry standard development.

Although it's important to stress that, in this case, Redrow could be used as a proxy for developers with a similar customer base who prioritise the creation of high-quality homes and places.



The main characteristics of the illustrative 10.6 hectare, 250 home development are:



Illustrative 250 home Redrow development

Additional Social Value of the development by characteristic:



Recommendation 5

Listen to learn

Define social value objectives for the development as part of a community engagement programme, working closely with the community and key stakeholders to develop a social value proposition focused on clear outcomes.

Recommendation 6

Social value focused community infrastructure investment

Local Planning Authorities (PA) should develop an increased focus on wider social outcomes, derived from an improved understanding of social value. Too often PA's spend a disproportionate amount of time on trivial issues, such as the colour of roof tiles, at the expense of much larger issues like delivering positive health and wellbeing outcomes. A better understanding of delivering social value by PA's could help to provide a more informed perspective on where section 106 and CIL payments could be best targeted to maximise community value.

Recommendation 7

A cycle of improvement

Developers should utilise tools, like the social value calculator being developed by Redrow, to forecast social value for new developments. The figures provided by this type of tool could, amongst other things, inform the production of design codes being produced for a new development. As part of an iterative improvement cycle, projected data produced by a social value calculator should be tested through a robust post occupancy evaluation process.

Woodford Garden Village

Tricia Thompson & Trevor Jackson

Case study:

Many of Redrow's flagship developments at Ebbsfleet, Woodford, Ledsham, Amington and Plasdŵr embody the garden city movement and exemplify Redrow's commitment to creating thriving new places – where schools, shops, facilities and homes are set within a network of connected green spaces.

Tricia Thompson and her partner Trevor Jackson moved into their four-bedroom detached Richmond home at Woodford Garden Village in 2018.



A relocation to Cheshire from Winterbourne, near Bristol, represented some familiarity. For Tricia, a return to her beloved county; and for former RAF pilot Trevor, moving to the site of the former Woodford Aerodrome – with an on-site museum housing a Vulcan plane he once flew.

Redrow's redevelopment of Woodford Aerodrome will eventually feature almost 1,000 new homes, of which over 100 are already occupied. Three phases are underway – Woodford Garden Village, where Tricia has bought, along with Lancaster Green and Vulcan Grove.

The community setting aided by Redrow includes a newly-established village green, one of 19 play areas, parks and green spaces being developed across the site. The development will also feature a new pub, health centre and shops to cater for its new residents, whilst Redrow has helped refurbish the existing Woodford War Memorial and Community Centre and there is an existing convenience shop close by.

“

I love that Woodford Garden Village has lots of open space, parks and landscaping.

“The good range of amenities, such as a convenience store and community centre within easy walking distance, create a central hub for the people living here. The pub, health centre and new shops are being developed on the site will provide even more choice.

“I've never really had 'neighbours' before as my homes have always been quite rural but I'm enjoying it here; everyone is so friendly. People of all ages live here and we're always willing to help one another. In fact, this year we're getting together with a group of neighbours on Christmas Day.”

Tricia Thompson

Whilst Tricia was fully aware of the positives of living in a location benefitting from Cheshire's glorious countryside, near to both Manchester's thriving city centre and the Peak District, it is the community found right on her doorstep that has come as one of the biggest surprises.

Tricia and Trevor point to three key features that have positively contributed to their 'community experience':

1

Amenities, such as a shop and soon-to-open pub, positioned on the doorstep

2

Positive interactions between people of all ages within a newly-established community setting

3

Open spaces and walkways perfect for getting fresh air, exercise and meeting others living at Woodford Garden Village

10.0

Outcome Evaluation Table

Outcome

Direct wages
 Financial saving of being in affordable housing (compared with private renting)
 Safe roads
 School places generated
 Time saved due to average distance to a bus stop on the development
 Time saved due to average distance to a food shop on the development
 Time saved due to average distance to a park on the development
 Being a homeowner (compared with private renting)
 Being able to borrow from neighbours
 Close to green space
 Feeling safe at home
 Feeling safe walking alone at night
 Liking the area
 No noise from neighbours
 No problems with lack of natural light
 Talking regularly to neighbours
 Volunteering
 Apprenticeships generated
 Direct full time and graduate jobs generated
 Indirect GVA (wellbeing of indirect jobs plus indirect wages)
 A pub, bar or restaurant available
 A sports facility available on the development
 Easy to navigate and well connected internally
 Having a view of nature from the home
 Home on brownfield land
 Movement of EPC band from D to B (2013 scale)
 Size of home 10% larger than average

Type of social value

Direct monetary value
 Direct monetary value
 Direct monetary value
 Direct monetary value
 Value of time
 Value of time
 Value of time
 Wellbeing value
 Wellbeing/direct monetary value
 Willingness to pay
 Willingness to pay

11.0

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