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Preserving our values when delivering Social Value

Christofi Christou

Economic Inclusion Manager, Peabody



Social Value Reminder

- **Social Value is the positive impact on the lives of people, businesses and communities.**
- **Social Value can address here-and-now barriers people face, as well as long term deep-rooted systemic challenges within communities.**
- **It's important that Social Value retains it's focus on genuine change rather than winning contracts or ticking boxes.**



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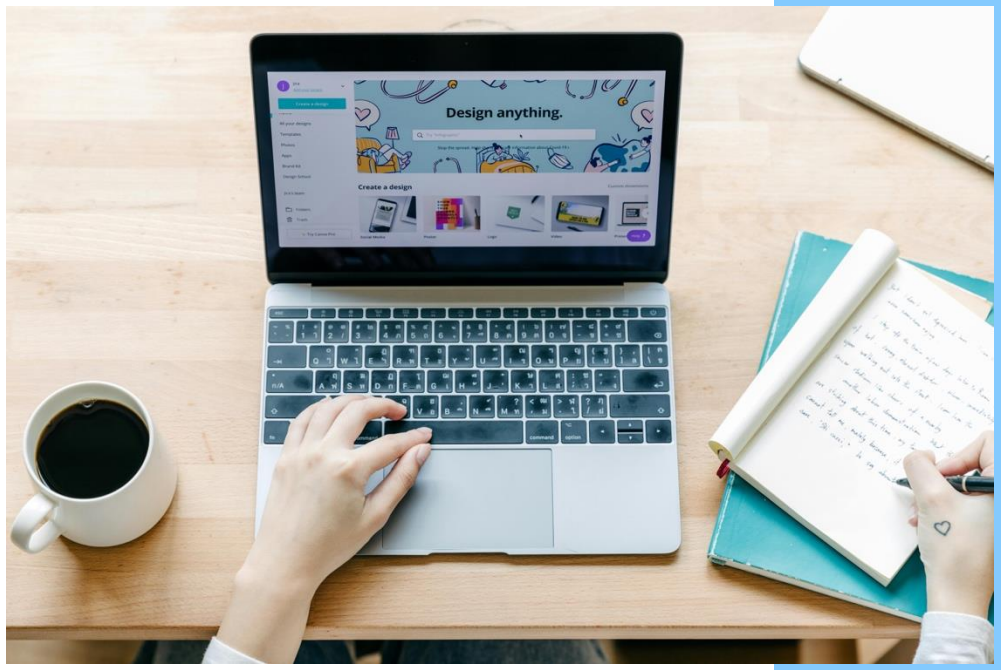
Session Summary

1. Peabody's Social Value Journey
2. Big numbers means Big impact……right?
3. Social Value in 2025 and Beyond
4. Conclusions



Peabody's Social Value Journey

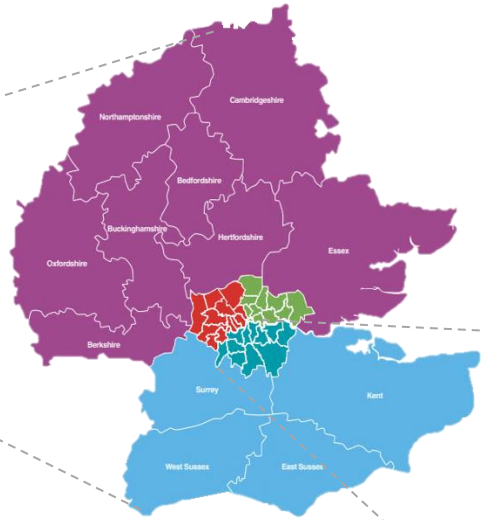
- Developing and maturing our Social Value approach since 2019
- Previously a highly-manual and ad-hoc process that yielded minimal results
- Peabody's Executive Committee approved a group-wide review of Social Value
- Sought advice from partners and peers
- Moved Social Value to sit within our Economic Inclusion Team
- Consistently monitoring and refining our Social Value Approach



Pan-Peabody offer



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Local Plans / Regions

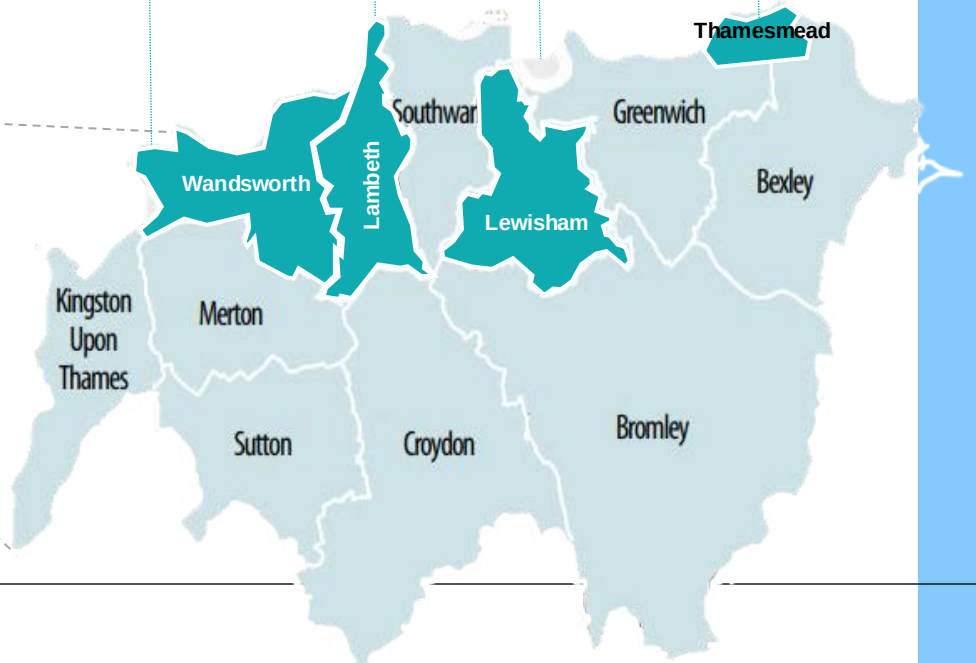
Local Places











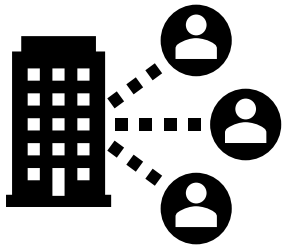
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Do big numbers mean big impact?

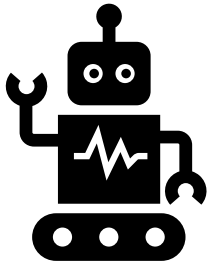
- **Selective Data:** Choosing specific data points to pain certain pictures
- **Contextual Framing:** Context is important when presenting data / stats
- **Comparative Analysis:** Comparing data against different benchmarks can create varying impressions
- **Aggregation vs Disaggregation:** Masking underlaying issues
- **Visual Representation of data:** This can influence perception?



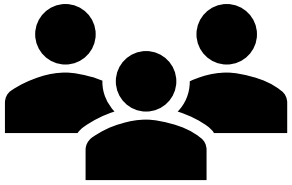
Social Value in 2025 and Beyond



Resident Involvement



Adoption of New Technology



Co-Production of Services



Regular Feedback Mechanisms



Here and Now as Well as Long-Term Decision Making

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Conclusions

- Understanding Resident Priorities
- The Power of Working Together
- Share Good Practise / Case Studies



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Thank You

Christofi.christou@peabody.org.uk



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