Valuing sustainable change
WE ARE REALWORTH

We work to create places which enable people to realise their full potential.

We help organisations **identify, maximise, measure** and **communicate** the societal value of buildings, places and programmes.
THE MORE YOU VALUE SOCIAL CHANGE
THE MORE YOU CAN INFLUENCE IT

WHAT WE BELIEVE

We are experts in the ways that the built environment can positively impact people and communities. But that impact is often ignored or misunderstood.

Good intentions are not enough. If you don’t know the true value of the social change you’re generating, then you’re not really taking full responsibility. A general culture of box ticking and toolkit calculators means a lot of organisations promise change without ever looking to see if it happened or who was affected.

We have a long heritage of shedding light on the unknown. By offering the perfect blend of academic rigour and insider industry experience, we can provide a complete picture of the social value potential of your project or programme, and recommend the kind of changes that make a massive difference to everyone affected by it.

Our insights help to create buildings and places that don’t just influence lives, but improve them.

We’ve helped with plans to deliver over £3bn of regeneration projects by enhancing the social value of developers’ proposals.
WE WORK IN FOUR WAYS

IDENTIFY
Making it easy for organisations to understand the often invisible impact their activities have, on all kinds of people.

MAXIMISE
Using knowledge to make improvements that will enhance the impact on people’s lives.

MEASURE
Recording people’s accounts and then using them to calculate a monetary value for a variety of impacts. Then staying in touch to track the actual impacts over time.

COMMUNICATE
Sharing the story of actual ongoing impacts with all stakeholders, using language everyone can understand. Recommending ideas on future improvements.
We follow the tried and tested approach promoted by Social Value International for every project we undertake.

You won’t sign up to any blackbox methods or bespoke software, all of our work is open source. We encourage others to collaborate and join our community of practice.

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**THE REALWORTH APPROACH**

**Step 1**
Understand existing social and demographic conditions (statistics and records).

**Step 2**
Understand people’s aspirations for, or experience of, change (personal accounts).

**Step 3**
Maximise and then monetise the potential impacts of design options using precedents, indicators, proxy values and the accounts of local people.

**Step 4**
Test assumptions through interaction with stakeholders.

**Step 5**
Continue to test the impact of development with stakeholders once development has been established.
The Five ways we can help you

**Commission or Win Projects**

The ability to demonstrate that you can generate societal and environmental value is a must. We can help make sure that tenders you prepare, or proposals you submit are watertight by providing financial values for impacts, and a clear workable plan that will deliver real change over time.

**Increase your return**

By placing a financial value on social elements, we can show you ways in which you can improve your financial returns whilst simultaneously improving community relations and creating more sustainable places for the future.

**Adhere to obligations**

We know societal value like the back of our hands. This makes us perfectly placed to advise you from design to post occupation. We ensure that every part of the societal agenda is addressed and clearly tied into your wider organisational aims and national goals.

**Build your commitments into your plans**

We can ensure your expectations for social change are built into all of the projects you are responsible for delivering by embedding this into organisational policy and your supply chains.

**Stay in touch with the wider community**

We’ve advised both local and national governments on policy making in relation to societal value in the built environment.

We can liaise with communities at any stage in a development, from inception to completion and occupation. We carry out research to better understand what local communities need and evaluate the real qualitative and quantitative societal impact over time.
INTERESTED?

WE PROVIDE CORE SERVICES THAT FALL INTO TWO CATEGORIES...

**ADVICE**

*Advice* covers anything to do with knowledge – from creative ideas and general consultancy to training and maximising societal value.

**VALUATION**

*Valuation* is the numbers side of things – placing a monetary value on social and environmental change, so you can accurately communicate the consequences of your actions.

The different aspects of these services are delivered and billed in a highly flexible way in order to suit your unique requirements.

We have calculated £5.8bn of societal value to date.
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REAL WORTH

CONTACT US:

✉ Email: askus@realworth.org  🌐 Website: www.realworth.org  📞 Phone: +44 (0)20 7193 7235
📍 Post: 6th Floor Tempest Building, 12 Tithebarn Street, Liverpool, L2 2DT