

Socio-Economic Appraisals

Jones Lang LaSalle Upstream Sustainability Services

Our sustainability consultancy services seek to address social and economic impacts alongside environmental ones so as to deliver truly sustainable projects, buildings, communities and cities. Sustainability is more than just environmental issues and stakeholders are increasingly expecting companies to adopt a Triple Bottom Line approach to the buildings they develop, own and occupy. Community strategies, community panels, Social Return on Investment and Socio-Economic Impact Assessments are therefore becoming essential tools for companies wishing to strengthen the sustainability of their real estate, secure planning or simply find new ways of innovating in their approach to sustainable development.

Differentiators

- Commercial insight combined with an understanding of social and economic issues, as well as in-depth environmental capabilities.
- Qualified staff in Social Return on Investment (SROI) and sustainability evaluation techniques
- Provide consultancy on 8 out of the top 10 mixed use regeneration projects in the UK
- Broad experience of engagement including: central government, local government, property industry and the not-for-profit sector
- Involvement in definition of community and economic GRI indicators for real estate industry



What we can deliver for you

Social Return on Investment
Social and economic impact assessment
Demographic analysis
Local economic assessment
Community consultation and advisory panels
Community strategies

Benefits

- Smooths the planning approval process and reduces risk of negative publicity
- Demonstrates a holistic approach to sustainability projects
- Evaluates and enhances social value of both existing assets and new developments
- Enables property industry to understand what it can deliver to the Big Society agenda



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Expertise in Action

Hammerson plc

Challenge

- Hammerson wanted a refreshed community strategy in order to provide a clear direction to its community activities in the UK and Europe.
- The client's overarching objectives for community activities were no longer in line with the core business strategy.
- Although community activities were providing significant value to the business, some teams wanted better information on how they should communicate the business case to key stakeholders such as local government, community groups and regeneration bodies.

Solution

Advice provided to the client included the following:

- Jones Lang LaSalle undertook a strategy review which involved:
- Review of legislation
- Identification and prioritisation of stakeholder groups for development and management of assets
- Face to face and telephone interviews with stakeholders to obtain their views on the company's current and future approach
- Facilitation of workshop with young people to obtain views of a hard to reach group
- Identification of peer best practice case studies in the area of socio-economic sustainability
- Definition of material community issues aligned to the business strategy
- analysis of future community and retail trends, using Jones Lang LaSalle's Retail 2020 research programme



Hammerson

Results

- A clear vision for the client's new community strategy.
- A detailed implementation framework to be followed over the next 3 years.
- The client gained a clear understanding of existing and future value drivers across developments, managed assets and new business opportunities.
- The link between the client's activities and value was clearly outlined.
- The client's stakeholders helped formulate the new strategy. This also helped promote the client's activities in the area of community issues.

Why Jones Lang LaSalle?

Upstream Sustainability Services is an integral part of Jones Lang LaSalle, a leading real estate services firm. This UK centre of excellence for sustainability consultancy, draws on 40 experts with 15 years experience, to apply our collective know-how and value-driven approach to manage and improve the sustainability performance of our client's portfolios and assets.

Jones Lang LaSalle has global reach, whilst maintaining a deep knowledge of local markets. The UK team possess multi-disciplinary expertise in all aspects of real estate investment, management and development. Sustainability considerations are embedded across this entire range of services.

