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Lessons from around the globe:

Leveraging the power of human-centred
decision making through wellbeing

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CEO, Simerica-Jacobs

SIMETRICA | **Jacobs**

Close your eyes.



The social impact of housing providers

Daniel Fujiwara



www.hact.org.uk

BHPS | British Household Panel Survey

Which factors MOST influence wellbeing?



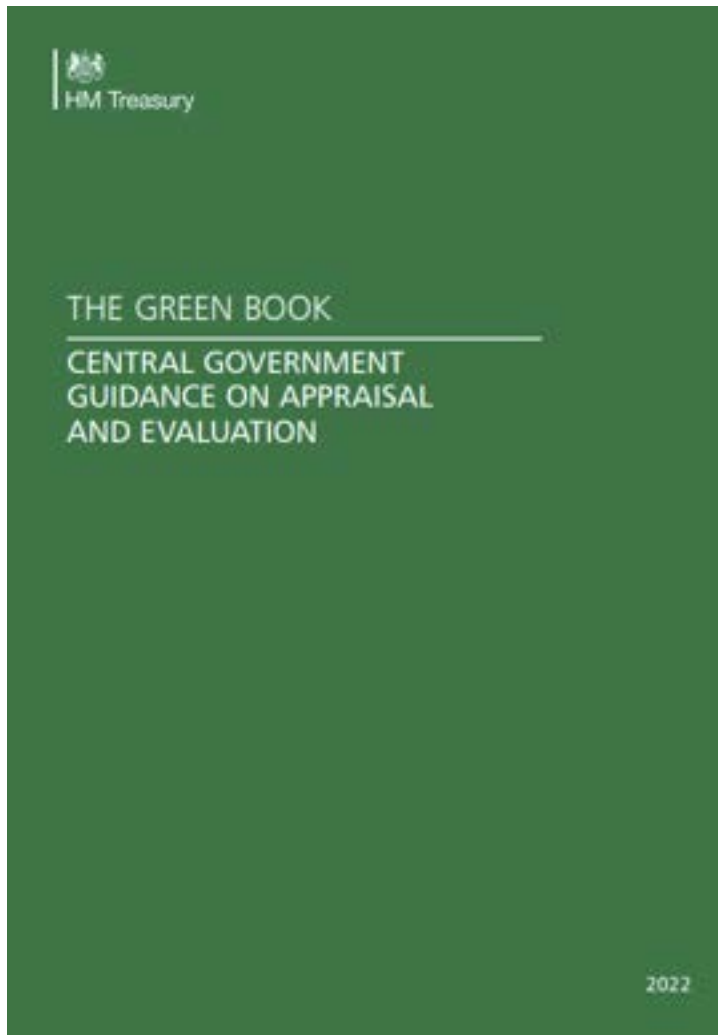


How do we
understand
wellbeing?

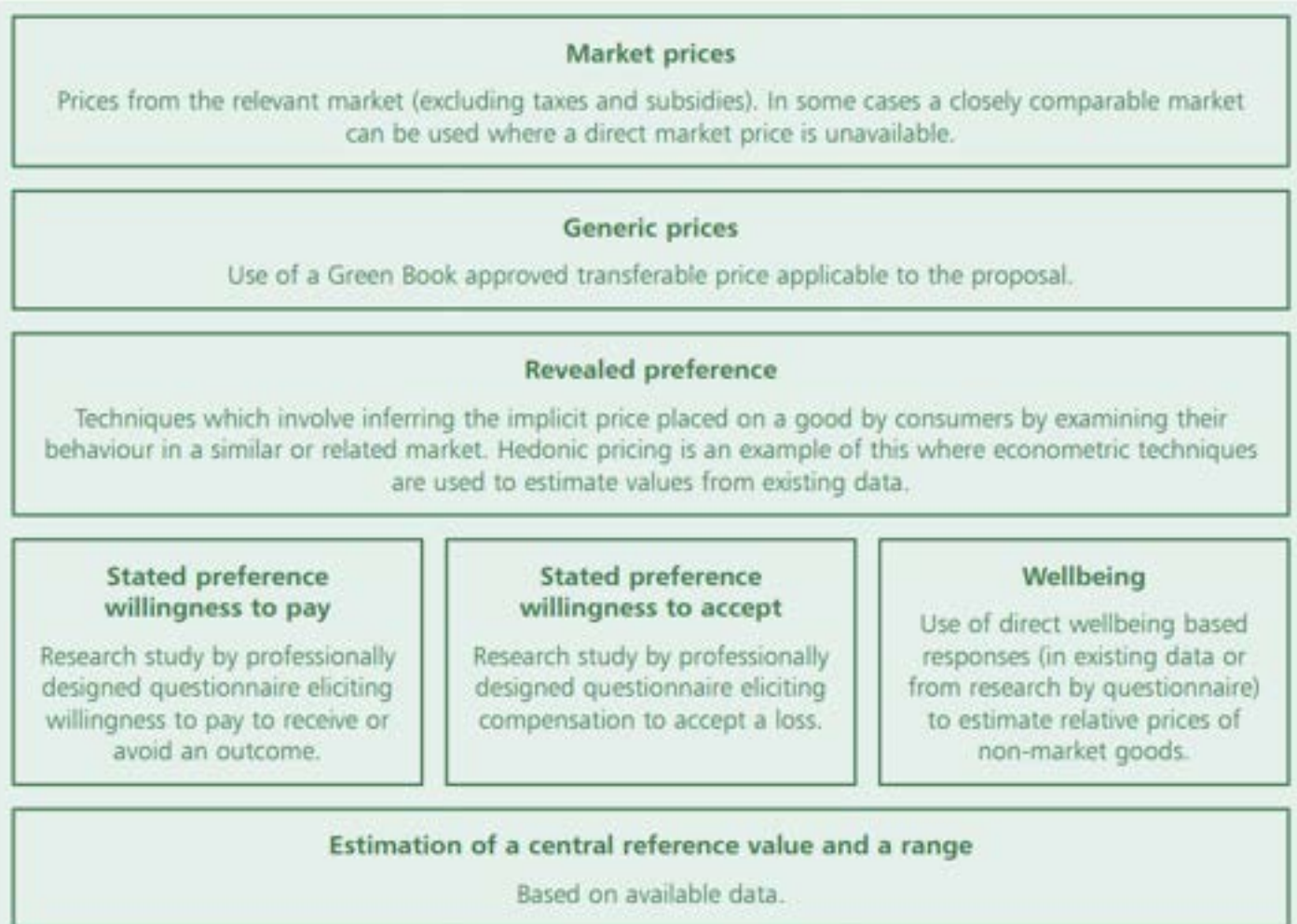
(And why is it
useful?)

The Green Book

*“The Green Book is based upon the ideas of **welfare economics** and concerns the **optimisation of social welfare**. Much of its subject matter therefore concerns estimation of public, that is social, welfare values.”*



Box 20. Valuation Methods for Non-Market Prices



**PUBLIC
SERVICES
(SOCIAL VALUE)
ACT 2012**

What Drives Wellbeing?





Images: Sky News



What is
“human-centred
decision-making?”

Redlands City Council: Social Value Strategy (ANZ, 2022)

Outcome	Measures	Wellbeing value (per person per year)	Further information
Engagement with historic buildings	Cultural benefits (current and future) from preservation of unique sites and landscapes	\$2,228	Value is per person per year for the average number of heritage visits per year (3.4 visits)
Greenspaces of a high standard	Increase in accessible spaces in Redlands	\$8,645	Wellbeing benefit accrued by those who now feel that local greenspaces are of a high enough standard to want to spend time there
Increased levels of walking and cycling	Number of people accessing the site on foot or by bike Increase in participation in frequent and moderate exercise	\$2,089	Social value to participants who are incentivised to do at least 180 minutes of walking per week

The challenge

Jacobs, supported by Simerica-Jacobs, was commissioned to develop the social value strategy for the Birkdale Community Precinct (BCP) in Queensland Australia. The precinct will become a local place that creates benefits for the community and the region of Redlands Coast. Environmental stewardship, social value and economic prosperity were the central pillars of the strategy.

Our solution

Jacobs identified potential opportunities for social value creation, considering urban design and placemaking with a focus on inclusive benefits, social inclusion, community resilience, and long-term sustainability. The strategy was supplemented by **wellbeing valuation** provided by Simerica-Jacobs.

Edinburgh Council: City Centre Transformation (UK, 2019)

Our solution



The challenge

Jacobs was appointed to develop a visionary and coherent strategy to transform Edinburgh city centre. This task presented an exciting opportunity to reimagine the urban environment and to enhance residents' well-being.

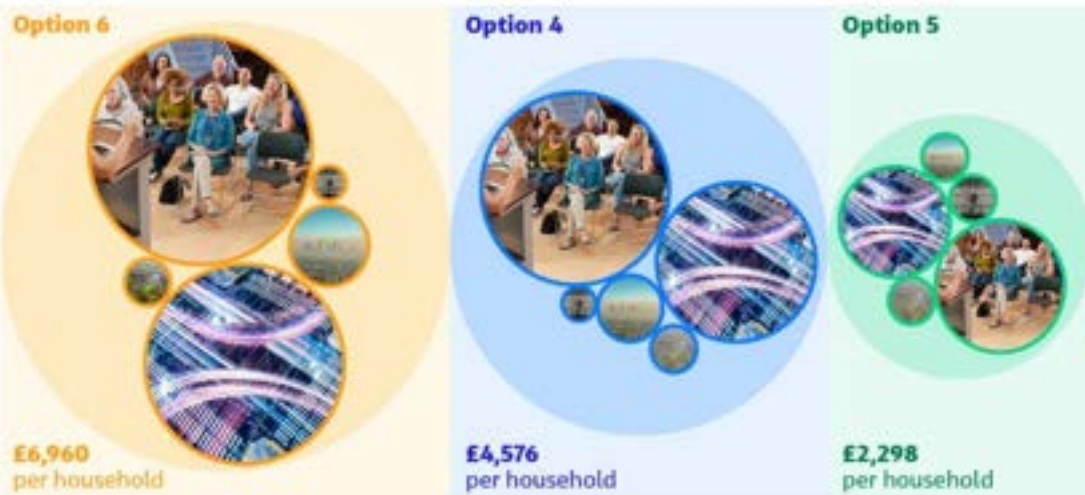
Our solution

Simetrica-Jacobs conducted a Quality of Life analysis to identify and quantify drivers of wellbeing within the city. Priorities identified included air pollution, traffic congestion, safety for cyclists and community belonging.

Benefits to the client

- The strategy is estimated to generate £420m of benefits to the city comprising £110m economic benefit and £310m wellbeing benefit.
- A ten-year £314 million plan, the ECCT Strategy, was approved by the Council in 2019.
- In June 2022 ECCT won the award for Best Plan at the Royal Town Planning Institute's Planning Excellence Awards.

Birmingham City Council: Snow Hill Redevelopment (UK, 2021)



The challenge

Jacobs and Simetrica-Jacobs worked alongside Birmingham City Council to propose a redevelopment of Snow Hill that would target improvements in various health, wellbeing, and socio-economic indicators.

Our solution

The wellbeing valuation method was used to assess the impact of social outcomes associated with the Snow Hill redevelopment on the subjective wellbeing (life satisfaction) of the individuals effected by the redevelopment.

Social value per household was calculated for three options using a low-medium-high assessment of the relative impact of each option on the social outcomes of interest. This included: improved access to greenspace, community cohesion, reductions in noise pollution, improvements in air quality, and Increased uptake of active transport journeys.

Benefits to the client

The provision of clear analysis revealed that **the solution with the highest social value was driven by the traffic noise reduction and community cohesion benefits of full closure of the tunnels, the replacement of the existing roadway with local roads, the redevelopment of Snow Hill and Ludgate car park and the use of the A83 Queensway as open space.**

Top three* lessons learned



Wellbeing must be central.



Rigorous measurement is vital.



We have to agree what 'good' looks like.

***Social value is more than a lever for procurement!**

Our work

Edinburgh Council: City Centre Transformation

Integrating quality of life into the strategic planning for the city centre



Assessing Wellbeing Impacts of Aviation Noise

Valuing the impact of aviation noise on communities



SGN: Impacts of works / service disruptions

Producing a social value tool to estimate social benefits



BBC: Green Planet Impact Evaluation

Exploring the impact that the BBC's The Green Planet series had on people's behaviour



Value of Enhanced Accessibility

Pioneering the evaluation of wellbeing impacts from accessibility improvements



Canal & Rivers Trust: Social Value of Waterways

Providing an aggregate picture of the value to society from the Trust's waterways



Murray River Bridges: Strategic Business Case

Embedding wellbeing into the Snow Hill redevelopment



Lendlease: Developing a Social Value Framework

Designing a framework to estimate social value



Which?: The wellbeing impact of being scammed

Quantifying the impact that being a victim of fraud has on one's life satisfaction



Birmingham City Council: Snow Hill Redevelopment

Integrating wellbeing to demonstrate the case for funding



National Highways: Manchester North West Quadrant

Developing an innovative method for valuing the distributional impacts

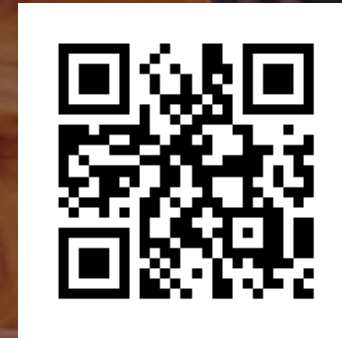


Sharecare: Proof of concept solution

Designing a prototype product to support health care investments



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