1. Broadgate Connect Impact Figures

Introduction

1.1   Hatch Urban Solutions UK is a leading socio-economic research consultancy, with over 20 years of experience in helping clients to develop strategies that respond to local socio-economic context, make the case and access funding, understand and articulate the impacts of investment, and provide the evidence needed to evaluate performance. We partner with government, local authorities and the private sector and our team has a unique cross-cutting perspective working with clients in the UK and beyond.

Methodology Note

1.2   This Methodology Note provides an overview of the methodology used by the Hatch Urban Solutions team in assessing the impact of Broadgate Connect.

1.3   The data has been sourced from the Broadgate Connect Team. Specific data sources include:

- Broadgate Jobs Total MS Excel Spreadsheet – for the no. people supported into employment and the no. apprenticeships.

- Year-end summary reports and annual monitoring and evaluation forms – for the no. people receiving training, the no. people undergoing work experience / work placement, and the no. volunteers.

1.4   The headline impact figures are presented in the tables below[1]:

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[1] All values are presented in 2022 prices.

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	In Work					
Year	No. people supported into employment	No. apprenticeships	No. people receiving training	Economic Value	Social Value	Fiscal Value
2012/13	42	7	0	£840,313	£609,174	£609,158
2013/14	64	10	25	£1,279,694	£979,131	£927,805
2014/15	42	3	100	£835,615	£807,789	£606,542
2015/16	73	2	93	£1,448,603	£1,220,062	£1,052,126
2016/17[2]	16	0	21	£316,987	£267,130	£230,316
2017/18	27	2	60	£537,265	£510,417	£389,967
2018/19	70	9	63	£1,397,389	£1,139,884	£1,013,519
2019/20	88	4	100	£1,748,128	£1,450,727	£1,269,355
2020/21[3]	7	0	192	£138,682	£506,565	£100,763
2021/22	31	0	99	£614,163	£641,868	£446,238
2022/23	44	4	86	£876,413	£809,379	£635,985
Total	**504**	**41**	**839**	£10,033,252	£8,942,127	£7,281,773

Table 1.1 Broadgate Connect Impact Figures

Hatch, 2023

[2] In 2016/17, Broadgate Connect trialled a new approach working more closely with a smaller number of local partners. This impacted employment numbers and so the programme expanded to wider partners in 2017/18 and learnings were shared across the British Land portfolio.

[3] In 2020/21, Broadgate Connect pivoted in response to the pandemic and increased training. This impacted employment numbers.

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Table 1.2 Economic, Social, and Fiscal Breakdown			
Indicator	**Economic Value**	**Social Value**	**Fiscal Value**
People supported into employment	£9,985,100	£7,004,507	£7,254,960
Apprenticeships	£48,152	£149,152	£26,813
People Receiving Training	N/A	£1,788,468	N/A
Total	**£10,033,252**	**£8,942,127**	**£7,281,773**

1.5 As well as these headline impact figures, Hatch has collated additional quantitative indicators in the table below.

Table 1.3 Additional Indicators		
Year	**No. people undergoing work experience / work placement**	**No. volunteers**
2012/13	0	0
2013/14	25	15
2014/15	19	10
2015/16	10	9
2016/17	0	0
2017/18	6	8
2018/19	9	0
2019/20	2	0
2020/21	0	20
2021/22	0	7
2022/23	2	10
Total	**73**	**79**

Hatch, 2023

1.6 The headline impact figures are reported in three different measures:

- **Economic benefits**: benefits to the economy, e.g., increases in wages for participants or profit for the businesses they work in.

- **Social benefits**: improvements in the wellbeing of participants e.g., perceived value to the individual of obtaining a job in terms of the impact on their life satisfaction or emotional wellbeing.

- **Fiscal benefits:** financial savings or income to the exchequer e.g., reduced welfare payments or increased tax revenue.

1.7 The figures for economic, social and fiscal benefits should be presented separately and not summed together. This is to avoid double counting or presenting misleading figures.

1.8 It is possible to present a 'blended' Return on Investment figure, which compares the level of initial investment to the level of benefit returned across economic, social and fiscal impact categories. However, this should be viewed as indicative only.

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Methodology

Economic and Fiscal Value Estimates

1.9   Economic and fiscal value estimates are based on the <u>Unit Cost Database</u> (published 2022). The proxies include:

- **People supported into employment** – Job Seeker's Allowance – Economic and fiscal benefit from a workless claimant entering work

- **Apprenticeships** – NVQ Level 3 Qualification – Annual economic and fiscal benefits

1.10   For these estimates, no leakage, deadweight, or displacement values have been applied and so these represent gross figures.

Social Value Estimates

1.11   Social value estimates are based on benchmark estimates from the Housing Association Charitable Trust's (HACT) <u>Social Value Bank</u> (2018). Using this methodology, appropriate proxies have been applied to the outcome figures (i.e., the no. of people supported into employment and the no. people receiving training). The proxies include:

- **People supported into employment** – Individuals moving from unemployment into full time employment

- **People receiving training** – Individuals attending general training for job

- **Apprenticeships** – Individuals enrolling on an apprenticeship

1.12   For these estimates the corresponding deadweight value (also published within HACTs Social Value Bank) for each of the proxies has been applied.

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