



ESSV Case Study Template

The following is a suggested template and example of content which can be considered when developing case studies to promote the benefit of social value impact.

1. Case Study Overview

Project / Intervention Name: Town Centre Regeneration

Organisation / Partnership: Local Authority, Principal Contractor, Training Provider, Brokerage Service

Location: Hertfordshire Town, Hertfordshire

Time Period: 2 years

Social Value Themes Supported:

- ☒ Work
- ☒ Growth
- ☒ Environment
- ☒ Social
- ☒ Innovation

2. Context and Local Need

(Briefly explain why the intervention was needed)

'Hertfordshire Town' has historically experienced lower-than-average qualification levels and youth unemployment above the county average, particularly among priority cohorts including care leavers and long-term unemployed residents. Major regeneration and construction activity presented an opportunity to embed social value outcomes through a coordinated brokerage approach.



3. Aims and Objectives

(What the project set out to achieve)

The social value intervention aimed to:

- Maximise employment and training opportunities for local residents
 - Support priority groups into sustained work
 - Ensure employers met and exceeded planning and procurement social value commitments
 - Create a clear route between regeneration activity and local people
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4. Description of the Social Value Activity

(What was actually delivered)

A Social Value Brokerage Service was embedded into the regeneration programme to act as a single point of coordination between:

- Developers and contractors
- Local residents and jobseekers
- Training and employability providers

Key activities included:

- Mapping employer labour needs across the construction supply chain
 - Coordinating work experience, apprenticeships and site visits
 - Providing pre-employment support through local providers
 - Tracking and evidencing social value outcomes against S106 and contract commitments
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5. Target Beneficiaries

(Who benefited)

- Local residents
 - Young people aged 16–24
 - Long-term unemployed adults
 - Care leavers and other priority cohorts
 - Local SMEs and supply chain businesses
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6. Outputs (What was delivered)

(Quantitative measures)

- 48 residents supported through job brokerage
- 22 work placements and site-based taster days delivered
- 14 accredited training courses completed
- 9 apprenticeships created
- 6 local SMEs engaged in the supply chain

7. Outcomes (What changed)

(Short- and medium-term impact)

- 32 residents progressed into employment
- 26 sustained roles at 6-month follow-up
- Increased employer confidence in recruiting locally
- Improved coordination between regeneration and skills partners

8. Social Value Impact

(Wider or longer-term value)

This approach ensured that regeneration investment delivered economic and social returns beyond physical infrastructure, contributing to:

- Reduced unemployment
- Increased local spend and retention of skills
- Stronger partnerships between public, private and voluntary sectors
- A replicable model for future regeneration schemes

9. Added Value and Innovation

(What made this different or better)

- A single brokerage function reduced duplication across partners
- Real-time tracking of commitments and delivery
- Flexible support tailored to individual jobseekers and employers
- Alignment with local skills strategies and growth priorities

10. Challenges and Lessons Learned

(Honest reflection)

- Early engagement with contractors is essential
- Clear data-sharing agreements improve outcome tracking
- Support for small employers increases participation

11. Evidence and Monitoring

(How impact was measured)

- Management information system (MI data)
- Employer and participant feedback
- Employment outcomes verified at 3- and 6-month intervals
- Regular reporting to Local Authority and partners

