

How we report on social value

Keepmoat targets and reports on social value using the methods explained below.

Our social value targets

Keepmoat currently sets social value targets in two ways:

Corporate goal setting and our Sustainability Roadmap

Keepmoat's Sustainability Roadmap incorporates social, environmental and economic sustainability objectives for the business to achieve under the pillars of People, Living and Building. This includes, for example, an action to 'create a framework for ensuring every new development is net social positive with a methodology for measurement by 2030'. Each goal in the roadmap has a designated financial year to be completed.

Development social value objectives

At the development level we will often set social value targets with our development partners. For example, at our Worsely Menes development in the North West, we have targets to achieve including:

- 10 Apprentices
- 2 Jobs created
- 18 work experience placements
- 6 careers sessions

and much more for the duration of the project.

Capturing positive and negative impacts

We continue to explore methods for capturing negative as well as positive

Bricklaying Hub social return on investment

Keepmoat commissioned a Social Return on Investment analysis of our [partnership NHBC Bricklaying Hub](#) in 2024 conducted by a Level 3 Social Value International level consultant, Nicola Lynch.

Understanding negative impacts is a core part of the SROI methodology, and interviews with stakeholders aimed to uncover negative impacts of the initiative, however none were found. Positive impacts were found and displayed in the report.

Impact reporting metrics

Our Impact social value reporting system records a number of KPIs that are statements of fact and could be either positive or negative – for example the percentage of homes built on brownfield developments. Positive metrics are recorded in the system – for example number of apprentices places and career events held.

Corporate reporting metrics

Carbon emissions and waste data are reported in our Annual Report.

Process to map feedback from stakeholders

Bricklaying Hub social return on investment

Our Bricklaying Hub Social Return on Investment research saw an independent consultant interview the beneficiaries of the training Hub, and their parents/guardians. Teachers at the Hub and other related institutions were also interviewed.

The comments were analysed for the report and formed the basis for understanding the changes in peoples' lives.

Community engagement guide

Keepmoat's '[Community Engagement Guide](#)', outlines how we reflect local priorities, on which social value action plans can be created. Aims of the document includes: understanding the needs of local people to help alleviate problems and maximise opportunities for a place; how we engage and empower communities and the alignment to our Sustainability Roadmap and how early community involvement to shape development can smooth the planning journey.

Materiality process

Our Sustainability Roadmap, which included a set of social value actions was build based on a robust materiality exercise of business stakeholders including through 38 interviews.