



What social value means to Places for London



Graeme Craig
Chief Executive, Places for London

At Places for London, we care deeply about the city and communities we serve. We see our role not just as a property company, but as stewards of London's future. We do this because our unique position means we can and do take a broad and long-term view to growing value.

Social value is central to our purpose. We believe that every development should leave a legacy of opportunity, of sustainability and of community. It's about making sure our work leaves a positive mark: helping someone into a new job, supporting a local business to grow, building homes that people can afford to live in and delivering increasing value to TfL and the transport network.

We're committed to developing housing and commercial spaces that are inclusive and future-ready. Thousands of people are already living in homes we've built. We make places that bring people together, support wellbeing and drive long-term prosperity.

Our skills programme is helping people build careers. We're working with partners to open pathways into the property and construction sectors, especially for those who've been underrepresented in those industries. Over 10,000 people have already been through our programme and over 4,000 have gone on to find work.

And we're backing businesses, nurturing creativity and supporting the entrepreneurs who make London special. We've already supporting a tenant community of over 1,500 businesses, 95% of whom are small or medium sized companies.

Our approach to social value is a statement of intent. It reflects our belief that property is a force for good. We are determined to meet the challenges facing London. And do everything we can to make sure all Londoners have access to the opportunities the city brings.





Our mission

Moving London forward with thriving, connected places

Social value is the net impact of our activities on people. It looks beyond the financial returns of our work, to consider our impact on individual lives and on society.

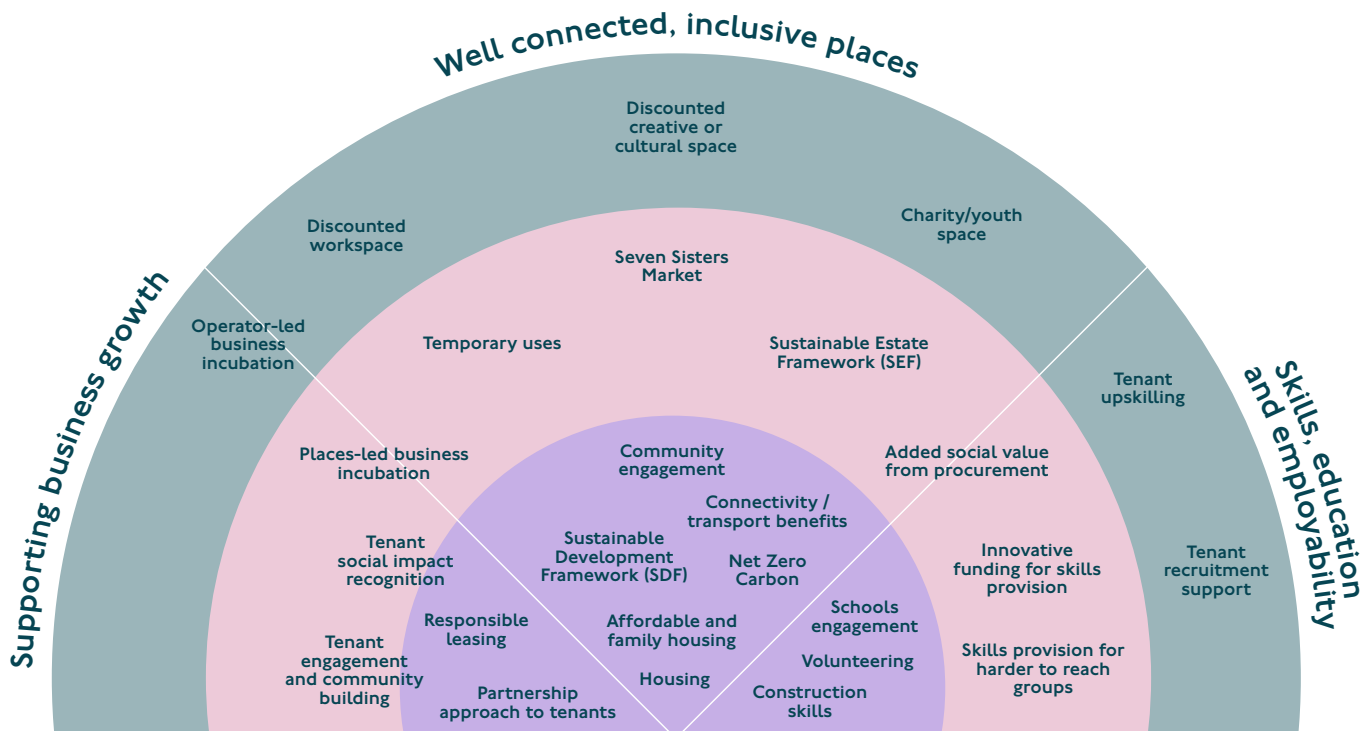
Our mission sets out what we do to create social value. We are here for London and strive to understand its needs. We respond by building and managing great places and setting up the frameworks and programmes that allow us to have the most positive impact.

Our social value focus areas

Well connected, inclusive places

Supporting business growth

Skills, education and employability



Part of our total return to people and society

Part of our integrated Sustainability and Inclusivity Strategy
Underpinned by People | Safety | Digital | Investment

Established social value priorities

Developing social value priorities

Future or site/demand specific opportunities