





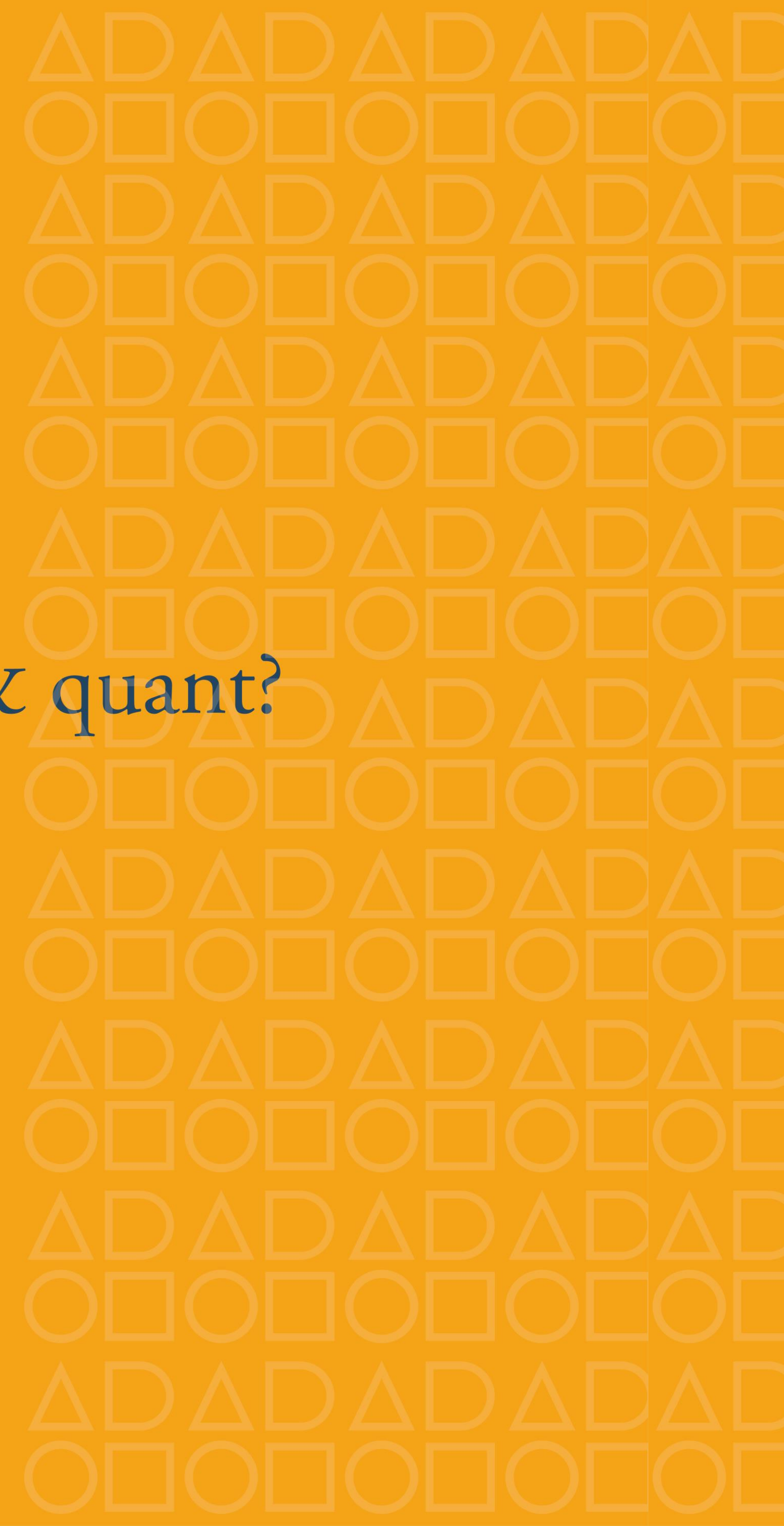
Social Science + Real Estate
= More Value

Dr. Gemma John
Human City

Why ————— Why social science?

How ————— How to combine qual & quant?

What ————— What are the results?



A photograph of a child in a playroom. The child is wearing a striped shirt and is crouched down, looking into a dark rectangular opening in a bright green wall. In the foreground, there is a bright green, modern-style chair. To the left, there is a large green cushioned bench. In the background, there is a white toy kitchen set with a sink and stove. The floor is light-colored. The text "Why social science?" is overlaid on the left side of the image, framed by two horizontal lines.

Why social science?

“The scientific study of human society and social relationships [...] the social sciences are those subjects which examine and explain human beings.”

Subjects.

Anthropology,
Archaeology, Economics,
Geography, History,
Law, Linguistics,
Politics, **Psychology** and
Sociology.



How to combine qual & quant?

garden/
access outside

Garden .

Spare
room for
grandparents

Sunbath
window / view
from bedroom

awkward
circulation

^{too}
Small desk
to work

Drafts .

Small
bed



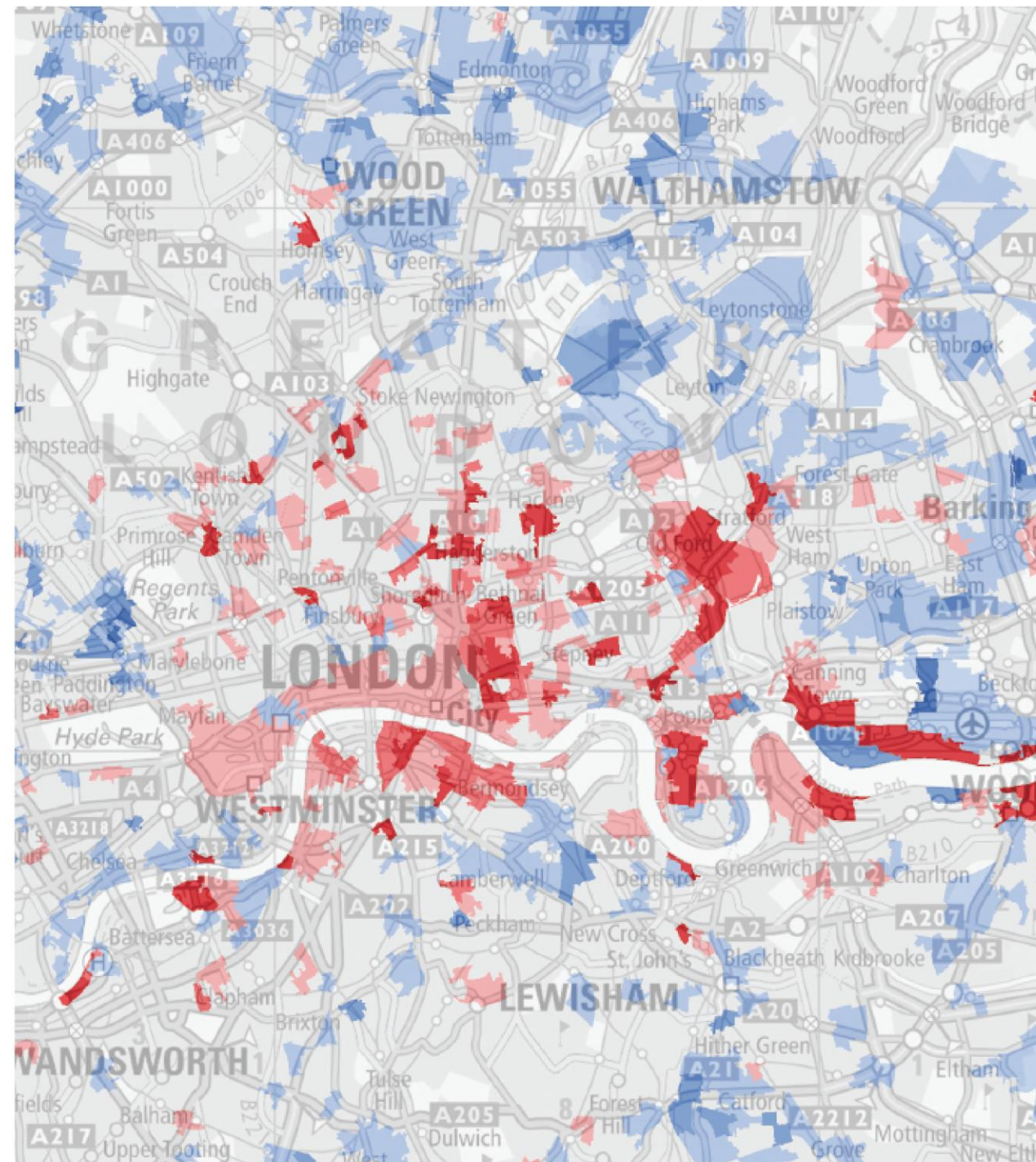
“Measuring social impact is not about collecting more data but rather about collecting and properly analysing the data that matters.”

Marc J. Epstein

Measuring and Improving Social Impacts:
A Guide for Nonprofits, Companies, and Impact Investors



Big Data



Large volumes of data analysed computationally can offer insights at scale...

Smart Data



Smaller volumes of data gathered through sensors offer actionable insights...

Thick Data



Thick data provides deep understanding of the everyday emotional lives of consumers...

Methods

Thick Data?

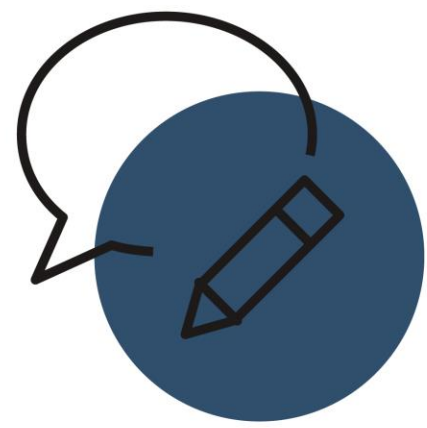
Who is (not) in the picture?

Thick data reframes the questions: we need to ask if this is the right kind of goal?



Methods

Our mission is to
help pioneering
property businesses
put people first.



Insight



Design

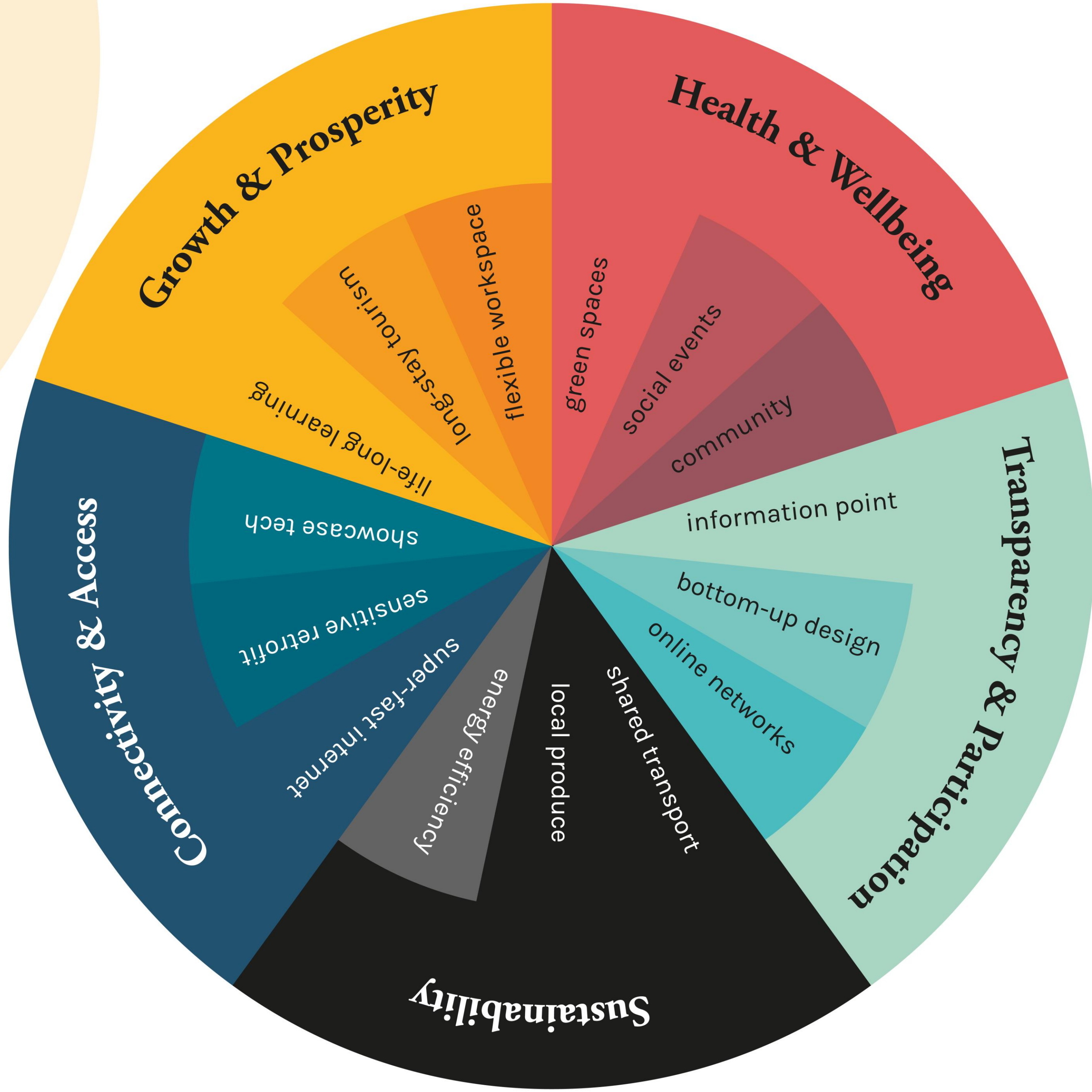


Valuation



Social Value

Social Value



Social Value

Why do these *impacts* matter, and to whom?

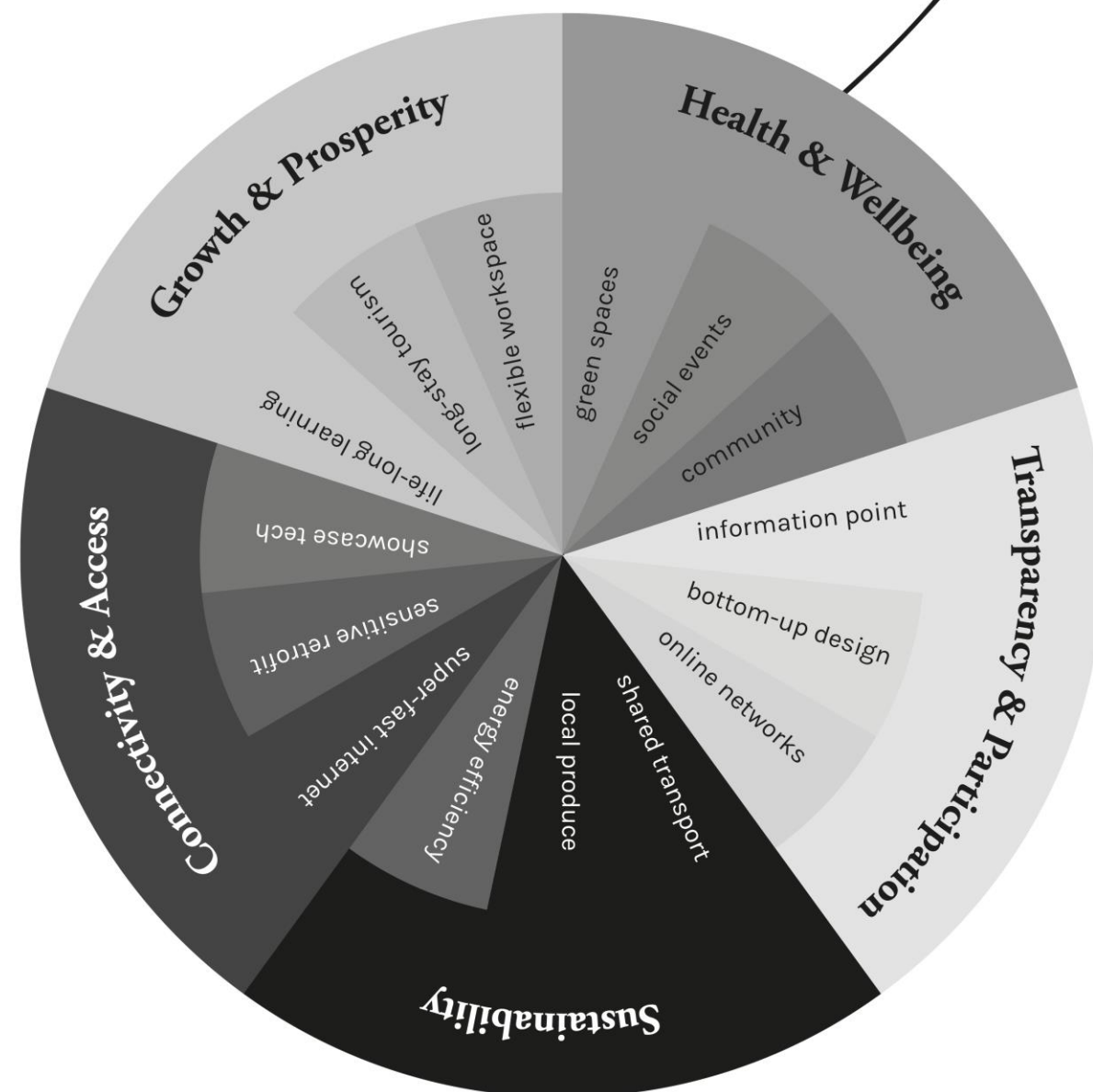
How do these *outcomes* translate into *impacts*?

Are *these the right outcomes*?

Are tenants and the wider community *satisfied*?

Where can *improvements* be made?

Is it *feasible* to make different *choices*?





What are the results?

The background image is a detailed architectural rendering of a modern building complex. It features a central courtyard with a circular table and chairs, and a rooftop garden with various plants and seating. The building has a complex, multi-level design with large windows and balconies. The rendering is in a light blue and white color scheme, with some text and diagrams overlaid. On the right side, there is a vertical strip of text that reads: "Personal Training / Gym /... the building is designed to be a... transparent screens... the primary results of... and... cooperation". At the bottom right, there is another line of text: "Custom... the or... corn...". The overall style is clean and professional, typical of architectural presentations.

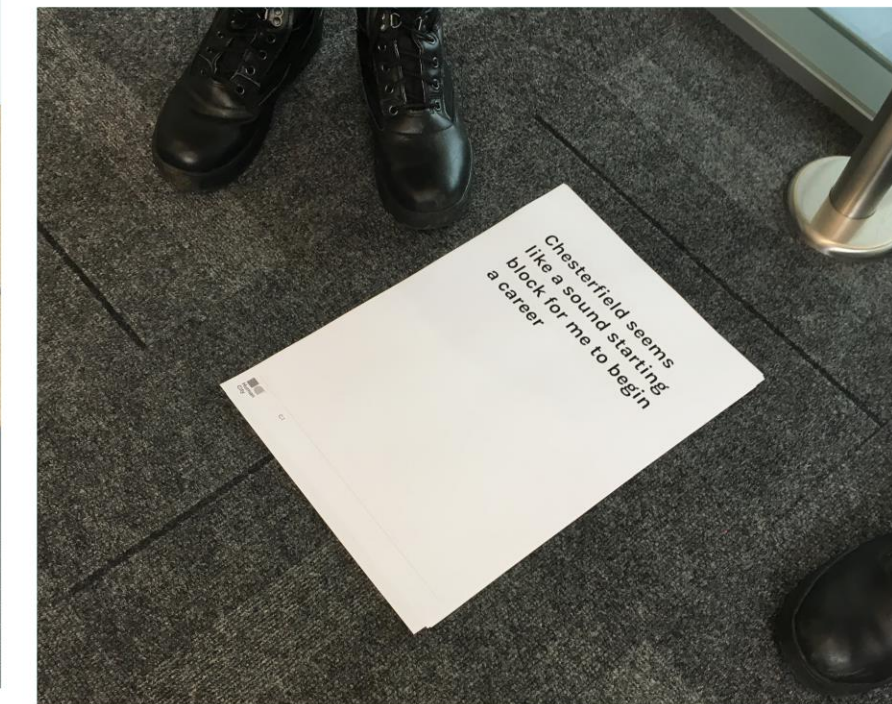
Established Assets



Retail: Reimagining the future of established assets

Building trust between our client and local residents in a small town in the North of England, and creating a pipeline of business.

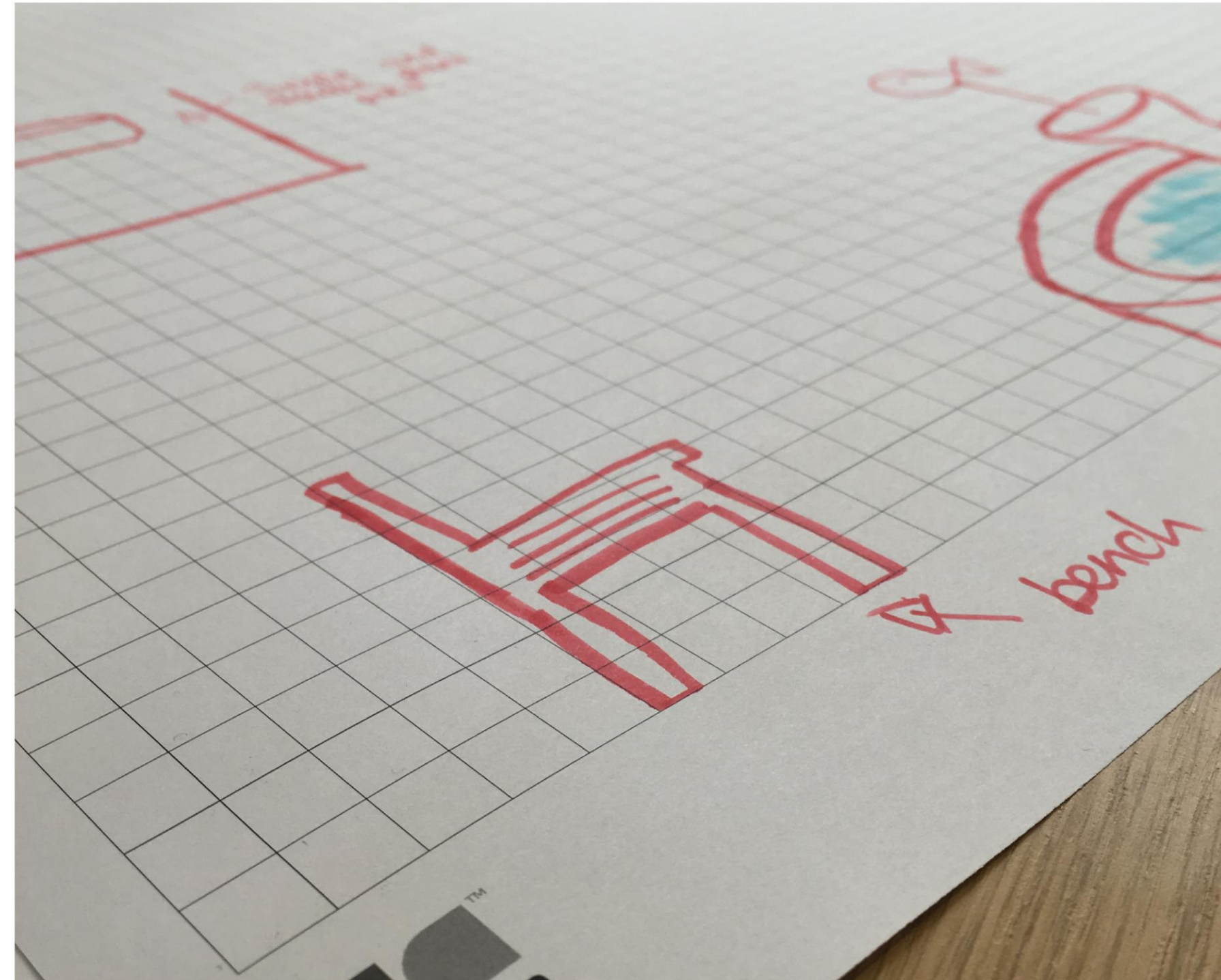
- **Community Engagement**
- **Spatial Design**
- **Social Impact**



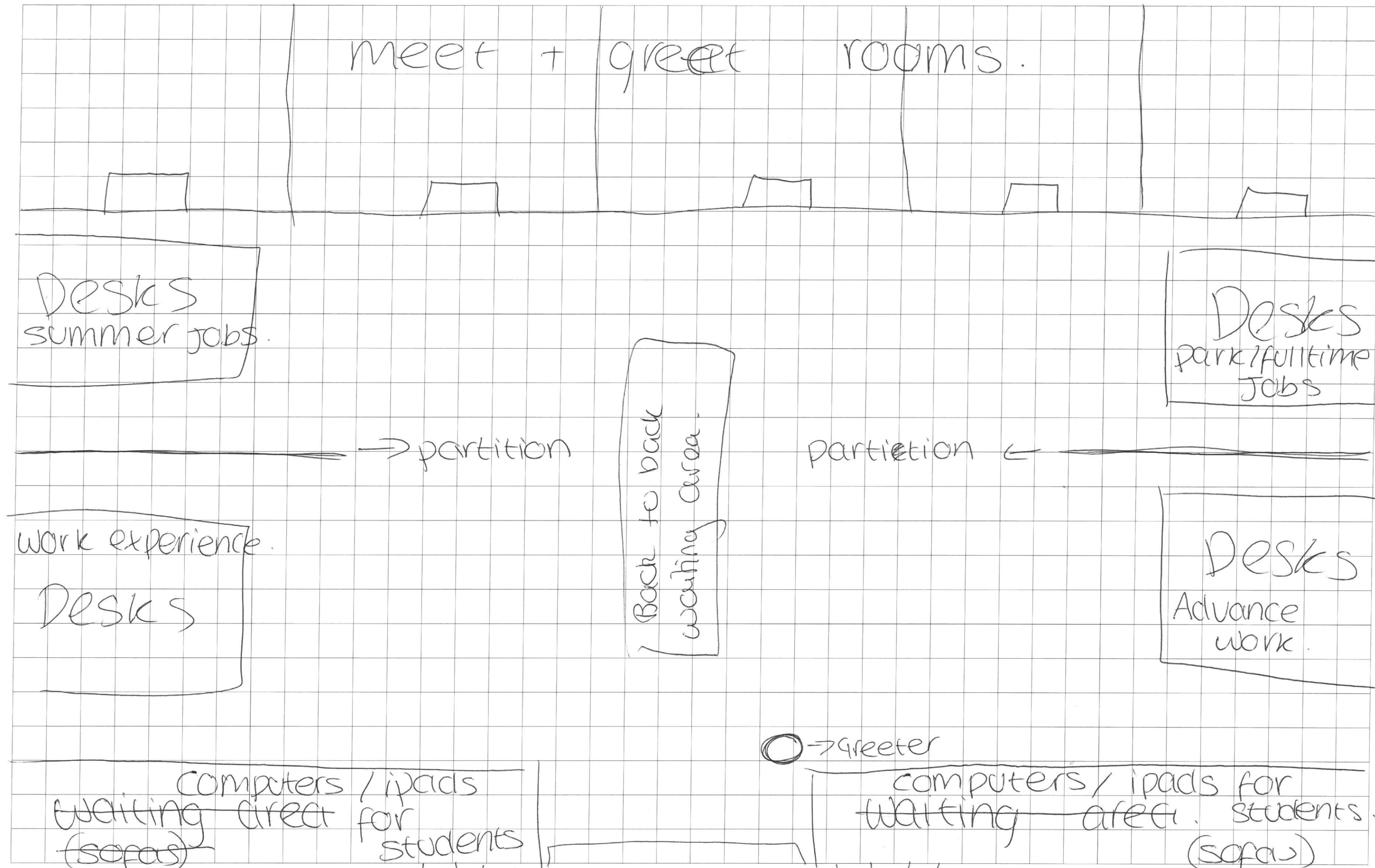
What would college students design?

Student proposals

1. “A job centre for students; somewhere for young people to sit down and chat, place where you can have interviews”.
2. “A student bar; a retro bar”.
3. “More green spaces; something to make the town inviting and appealing”.
4. “We’d like to use the roof terrace so we can utilise that. We want more shops directed towards a younger audience, with a cafe”.
5. “More shops; we want designer shops. A wider selection of shops”.



What would college students design?



The background is a complex, multi-layered texture. It features a dense arrangement of small, irregular shapes in various colors including deep reds, purples, blues, and greens. Overlaid on this texture are faint, repeating geometric patterns of triangles and squares in a light beige or cream color. The overall effect is one of depth and complexity, suggesting a rich, layered environment.

Emerging Assets

Co-Living: Harnessing the potential of emerging assets

By evaluating the success of a co-living space from perspective of tenants and the wider community, we helped our client improve the design and management of the product.

- **Community Engagement**
- **Post-occupancy Evaluation**



What do tenants mean when they talk about co-living?

How we do it.

Shaping cities

By combining social science, business intelligence and property expertise, we help organisations invest in and develop buildings in a way that brings tangible benefits to local people.





My Room

A conversation

Val likes to cook. She prefers to cook in her room as this means that she does not have to think about others when she makes a meal.

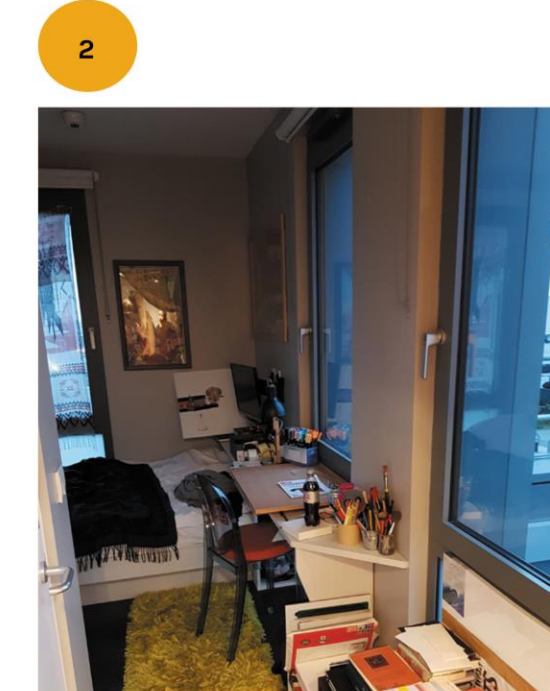
Whilst she likes the idea of a communal kitchen, she has had bad experiences. She describes one incident when her vegetarian pie was contaminated with juices from a chicken that was roasting on the shelf above in the oven.



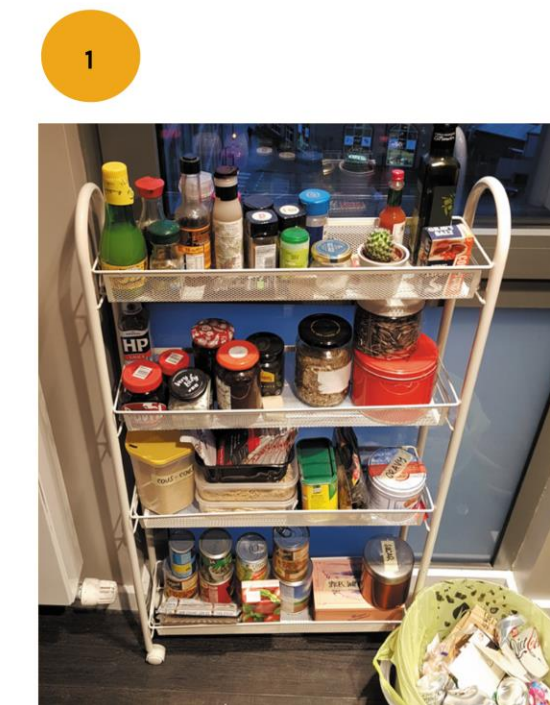
Summary

Val uses her room for cooking and working. She has tried to do these things in the communal areas but has found such areas hard to control in relation to others' behaviour. A code of conduct and bookable spaces would enable Val to practice home beyond the room. She spends a lot of time in common areas and likes the size of her room but for the shower which is too small for ablutions.

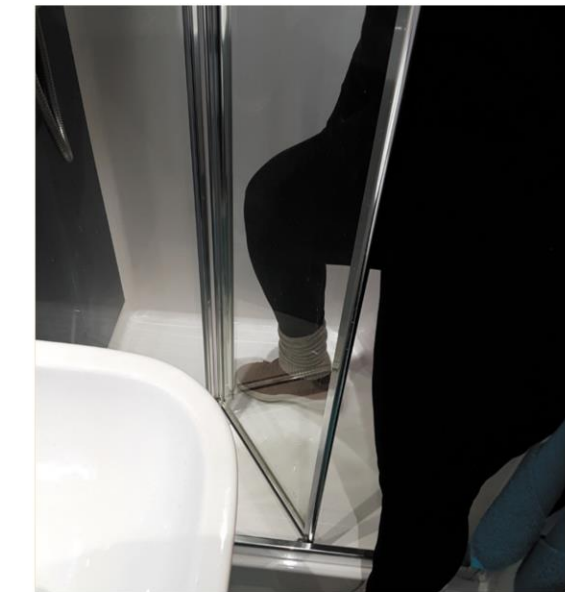
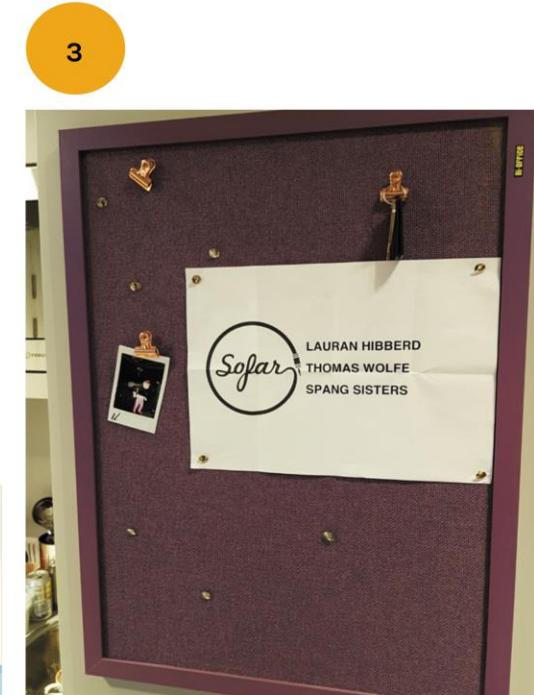
Val attaches images, messages and reminders to a board without marking the wall. This enables her to change the look and feel of her room with ease.



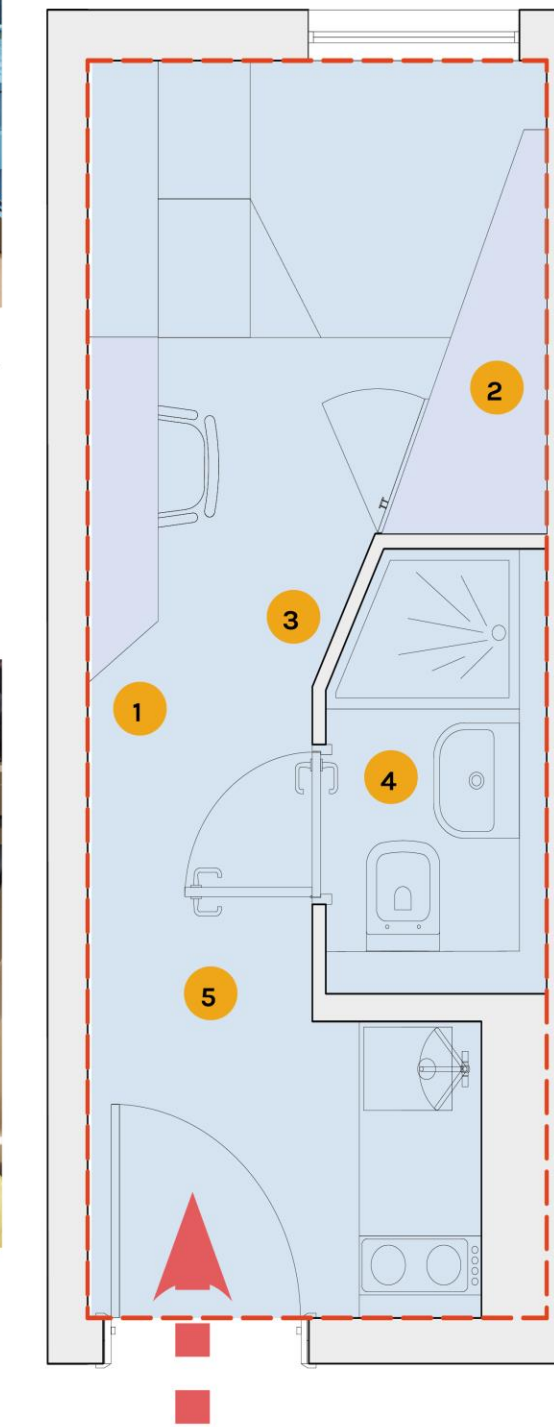
Val likes making and looking at art. She has configured an area near the window to make a desk where she paints and draws.



Val has browsed the internet in search of kitchen storage solutions. She looked for shelves that were easy to access.



Val thinks the shower is too small. She has developed a technique for shaving her legs in the shower, which involves moving in and out of the shower cubicle. This is not ideal.



Entrance



This hanging acts as a flexible room divider. She uses it to change the mood in her room. She hangs this, and uses soft lighting, whilst working on her craft to feel cozy.

The background image shows a low-angle view of a city street. In the foreground, there are old, light-colored buildings with some architectural details like windows and pipes. In the background, a tall construction crane is visible against a blue sky with some clouds. A new building under construction is also visible, covered in blue scaffolding. The overall scene suggests a mix of old and new architecture.

Research & Development





Young people are:

- career focussed
- seek personal development
- want to contribute

Their current challenges:

- size of accommodation
- density of accommodation
- distance from work

Young people want:

- flexibility
- work/life balance
- close to friends

Their current desires:

- value for money
- outdoor space
- good location

Millennials
Myth Busting

Mobility



Permanence

Experience



Asset

Community



Family





Thank you

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Questions?

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