

People Street – Social Value Evidence

People Street delivers significant social value through inclusive participant recruitment, community employment pathways, and health empowerment approaches that strengthen underserved communities.

1. Inclusive Participant Recruitment and Representation

People Street specialises in recruiting participants from communities often excluded from research and public decision-making, including:

- Disabled people and those facing multiple disadvantages
- Ethnic minority communities and migrants
- People with low literacy or low digital confidence
- Individuals experiencing poverty and marginalisation

We ensure participation is safe, culturally attuned, and accessible, supporting fair representation in all research activities.

2. Employment Pathways and Community Training

People Street creates paid opportunities for community members through:

- A large sessional workforce model employing local outreach workers and facilitators
- Skills development in engagement, research delivery, and safeguarding
- Progression routes into meaningful, well-paid work

We are developing an accredited Community Research training programme to build long-term employment pathways for people facing barriers to work.

3. Health Inequalities and Empowerment

People Street's work is grounded in tackling health and social inequalities. We support communities to influence services and policy through:

- Community-led research and outreach approaches
- Building trust in preventative services such as screening programmes
- Empowering underserved groups to shape more equitable systems

Our approach strengthens inclusion, belonging, and empowerment while delivering high-quality participant recruitment for government and public sector partners.

People Street's social value is embedded in every contract through fair access, paid community roles, and long-term empowerment outcomes.