

North Horsham

Social Value Briefing



THE SOCIAL VALUE PORTAL
Where Community Speaks and Business Listens



Agenda

Social Value Portal

Overview – The Social Value Act 2012

Measuring Social Value

Case Studies

Discussion

Next Steps



Our Solution

We are the market leader in social value measurement. We have developed **the** online solution for the measurement, procurement, management and reporting of social value

Our solution enables BOTH public and private sector organisations to answer the question “What value do we bring to society?”



Measurement

An nationally approved accounting methodology for measuring social value in terms of economic, environmental and social impact



Procurement

A procurement platform for social value to help organisations manage the tender process and to unlock social value in the supply chain



Contract Management

An interactive solution designed to help organisations set targets and manage performance and store evidence



Reporting

Live reporting with interactive dashboards and displays including geospatial mapping of value by area

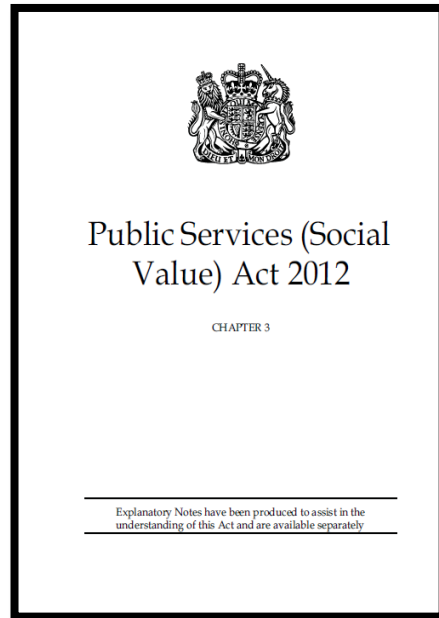
Advisory Services

Strategy and Policy, Needs Analysis, Integrating Social Value into Planning, Impact Reporting

The Social Value Act



The Social Value Act is transforming the relationship between business and the public sector – what more can business do?



How are Councils applying the Act?

- *Generally being embedded across goods, works, services All contracts above a minimum threshold of £50,000*
- *Weightings vary, but leading Councils moving towards stand alone*
 - *Manchester 20%*
 - *Birmingham 10%,*
 - *Bristol 10-15%*
 - *WMCA 15%*
 - *Islington Council 10%*
- *Some Councils are using social value to inform planning*

“An act to require public authorities to have regard to **economic, social and environmental well-being** in connection with public services contracts and for connected purposes.”

Measuring Social Value



The National Social Value Task Force



Chaired by Local Government Association

Supported by Cabinet Office and Crown Commercial Services



- AGMA
- Birmingham City Council
- Bristol City Council
- Cabinet Office/DCMS
- Coventry City Council
- Cornwall County Council
- Crown Commercial Services
- Halton Borough Council
- London Fire Brigade
- Wirrall
- Durham
- Star Procurement
- West Midlands Combined Authority
- Sandwell Council
- Dudley Council
- Wolverhampton Council
- Walsall Council
- Solihull Council
- Colchester City Council
- Network Rail
- SCAPE Procure
- Greater London Authority
- Durham Council
- NEPO
- NHS SDU
- ORBIS
- Supply Chain Future
- YPO
- Willmott Dixon Foundation
- Sodexo

National Social Value Measurement (TOMs) Framework



18 months ● 40 organisations ● public, private and third sector

5 THEMES
17 OUTCOMES
35 MEASURES
**ONE MEASUREMENT &
REPORTING STANDARD**
Addressing the needs of
communities across the UK



Measuring the Impact

Putting a financial value on outcomes is another way of comparing the benefits arising



Salary

On the one hand....

- Happy family
- Good education
- Good CV
- No criminal record



*Salary + £72,438
(£56,643 + £15,794)*

On the other hand....

- Troubled family
- Left school at 16, no GCSEs
- Petty criminal record, likely to get worse

Once we take into account “what would have happened anyway”....

+ £15,856.88

A Social Value Measurement (TOMs) Framework

We have developed a social value framework based on a series of Themes, Outcomes and Measures (TOMs) based on the principles of cost benefit analysis and SROI, but simplified to make it easier to use and applicable to real estate

Theme	Outcome	Measures	Units	Value	TOMs
Growth and Jobs	More local people in local work				
	More opportunities for local SMEs and VCSEs	No. Young Offenders	No. people	£15,856/per	
Promote Local Business	A More Resilient Third Sector	No. Voluntary hours	No. hrs	£14.43/hr	
	Vulnerable people better supported	Spend in local supply chain	£ spent	Local Spend	
Healthy Communities	Crime is reduced	Reduced CO2e	tCO2e	£64.66/tCo2e	
	Reduced carbon emissions				
Greener and Cleaner					

Values are sourced from UK Govt. data base and calculated according to the 'green book' methodology

$$Total\ Social\ Value = Sum(Measures * Value)$$

Theme	Outcomes	Ref	Measures - Minimum Requirements	Units	Baseline Proxy Values	Multiplier (1-3)
Jobs: Promote Local Skills and Employment	More local people in employment	NT1	No. of local people (FTE) employed on contract	no. people FTE	£28,213.00	1
		NT2	% of local people employed on contract (FTE)	%	Record only	1
	More opportunities for disadvantaged people	NT3	No. of long term unemployed (FTE) taken on	no. people FTE	£14,701.56	3
		NT4	No. of NEETs employed	no. people FTE	£12,442.91	3
		NT5	No. of rehabilitating young offenders employed	no. people FTE	£14,618.77	1
		NT6	No. of jobs (FTE) created for people with disabilities	no. people FTE	£12,769.68	3
		NT7	No. of hours providing career mentoring	no. hrs*no. attendees	£94.28	1
	Improved skills for local people	NT8	Local school and college visits	no. staff hours	£14.43	2
		NT9	No. of training opportunities on contract	no.weeks	£235.75	2
		NT10	No. of apprenticeships on the contract	no.weeks	£168.04	2
	Improved employability of young people	NT11	No. of hours dedicated to support young people into work	no. hrs*no. attendees	£94.28	1
		NT12	No. of weeks spent on meaningful work placements	no.weeks	£143.94	1
		NT13	Meaningful work placements that pay Minimum wage	no.weeks	£143.95	1
Growth: Supporting Growth of Responsible Regional Business	More opportunities for local SMEs and VCSEs	NT14	Total amount (£) spent with VCSEs within your supply chain	£	£0.12	1
		NT15	Provision of expert business advice to VCSEs and SMEs	no. staff expert hours	£84.00	1
		NT16	Equipment or resources donated to VCSEs	£	£1.00	1
		NT17	Number of voluntary hours donated to support VCSEs	no. volunteering hours	£14.43	1
		NT18	Total amount (£) spent in LOCAL supply chain through contract.	£	£0.60	1
		NT19	Total amount (£) spent through contract with LOCAL SMEs	£	£0.60	1
	Improving staff wellbeing	NT20	Improve staff wellbeing, recognise mental health	no. hrs*no. attendees	£95.95	1
	A workforce that is diverse	NT21	Diversity training	no. hrs*no. attendees	Record only	1
	Ethical Procurement is promoted	NT22	% of contracts incl. commitments to ethical procurement, & anti-slavery	% of contracts	Record only	1
	Social Value in the supply chain	NT23	% of supply chain contracts with Social Value commitments	% of contracts	Record only	1
Social: Healthier, Safer and more Resilient Communities	Crime is reduced	NT24	Initiatives aimed at reducing crime	£ invested & staff time	£1.00	1
	Creating a healthier community	NT25	Initiatives to be taken to tackle homelessness	£ invested & staff time	£1.00	1
		NT26	Initiatives taken or supported to engage people in health interventions	£ invested & staff time	£1.00	1
		NT27	Initiatives to be taken to support older, disabled & vulnerable	£ invested & staff time	£1.00	1
	More working with the Community	NT28	Donations or in-kind contributions to local community projects	£ value	£1.00	1
		NT29	No hours volunteering time provided to support local community projects	no. staff volunteering hours	£14.43	1
		NT30	Support provided to help local community draw up their own Stakeholder Plan	£ invested & staff time	£1.00	1
Environment: Protecting and Improving Our Environment	Climate Impacts are reduced	NT31	Savings in CO2 emissions on contract not from transport	tonnes CO2e	£64.66	1
	Air pollution is reduced	NT32	Car miles saved on the project (e.g. cycle to work programmes)	hundreds of miles saved	£1.53	1
		NT33	Number of low or no emission staff vehicles included on project	hundreds of miles driven	£0.67	1
	Better places to live	NT34	Voluntary time dedicated to management of green infrastructure	no. staff volunteering hours	£14.43	1
	Sustainable Procurement is promoted	NT35	% of contracts that includes sustainable procurement commitments	% of contracts	Record only	1
Innovation: Promoting Social Innovation	Other measures (TBD)	NT36	Other measures (£)	£	£1.00	1
		NT37	Other measures (hrs)	no. staff expert hours	£84.00	1
		NT38	Other measures (hrs)	no. staff volunteering hours	£14.43	1

Making it Relevant to North Horsham



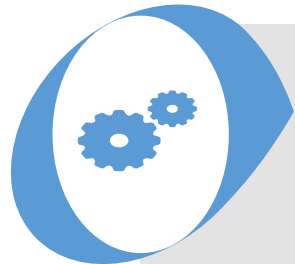
Engagement & Needs

Engage with councils and local community to understand needs and identify priorities – how can we help you to help yourselves?



Measurement & Management Framework

On the basis that ‘what is measured is managed’ , develop a detailed Social Value Measurement Framework based on the National TOMs



Implementation

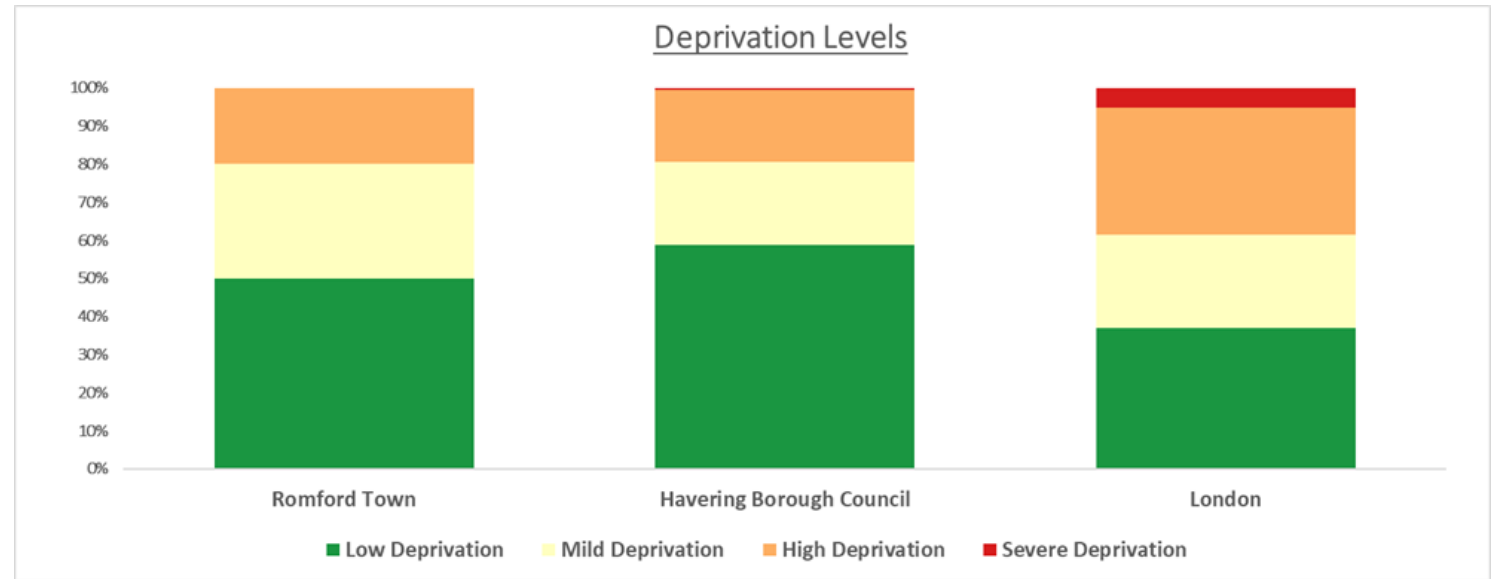
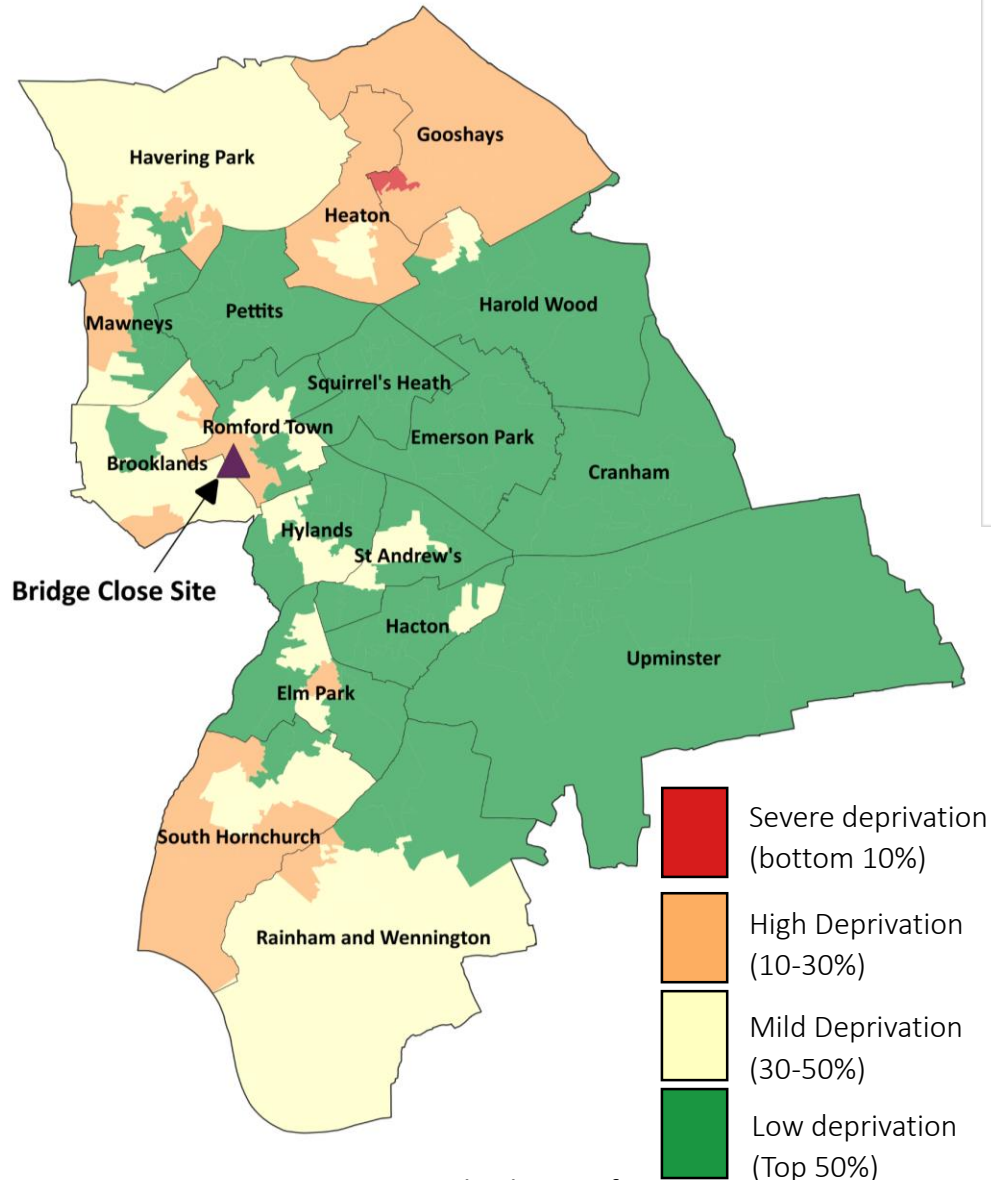
Allow social value to inform design of masterplan and embed into procurement processes to add value



Management & Reporting

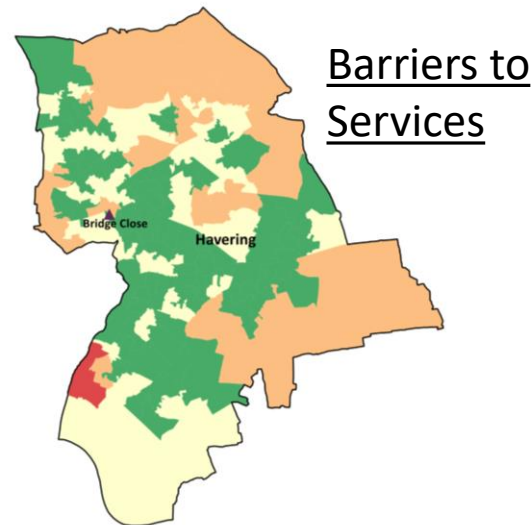
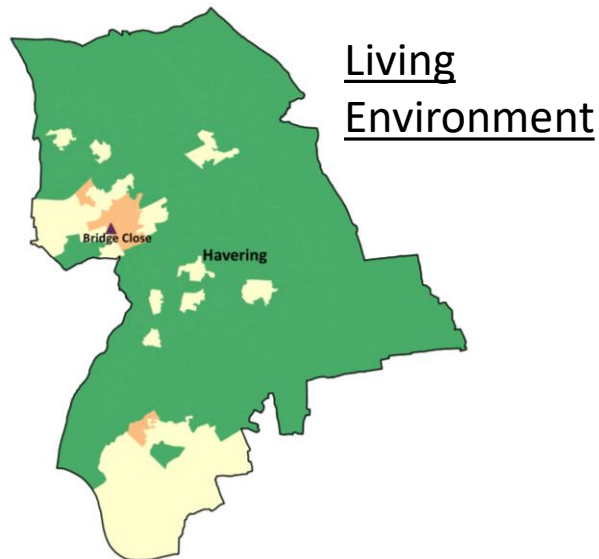
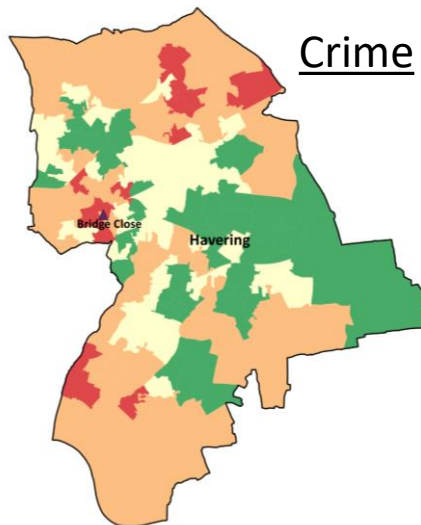
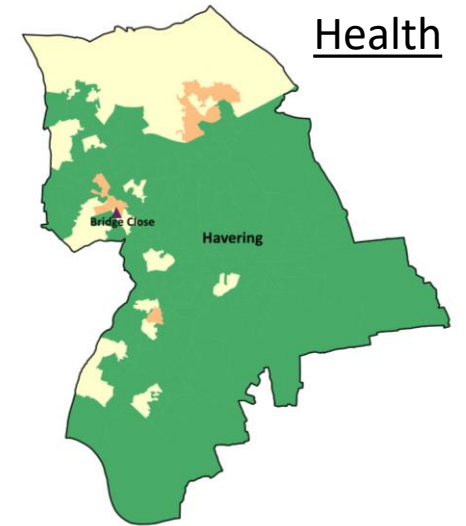
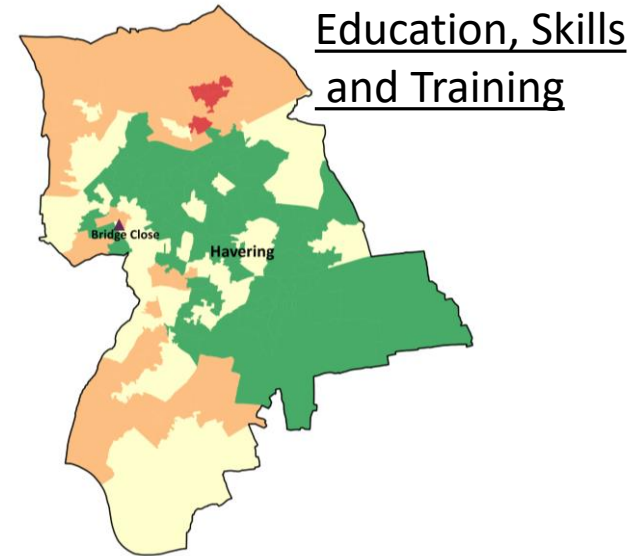
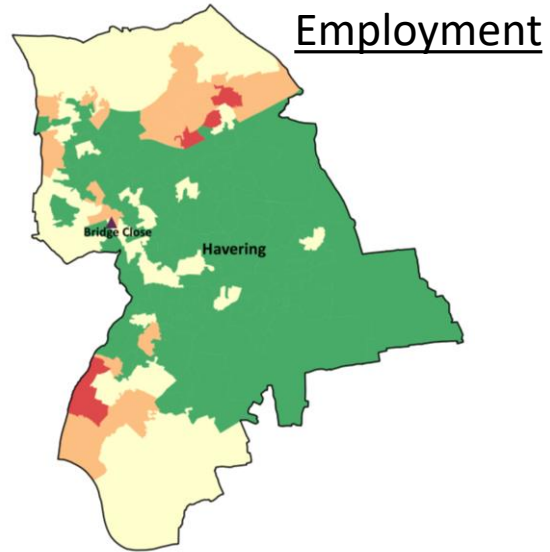
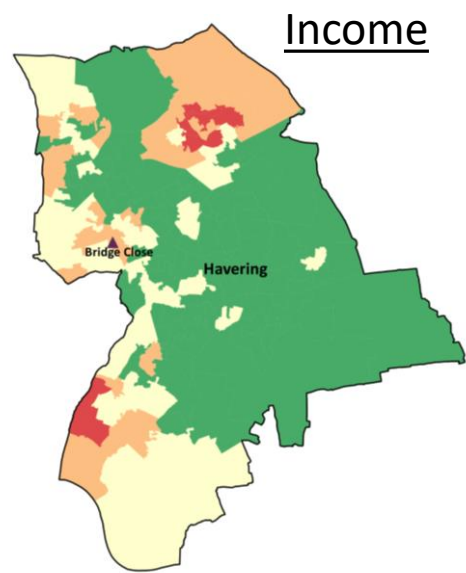
Conduct a detailed assessment and seek commitments around the non-financial and financial benefit that a new scheme will deliver based on the social value strategy

Summary IMD Analysis



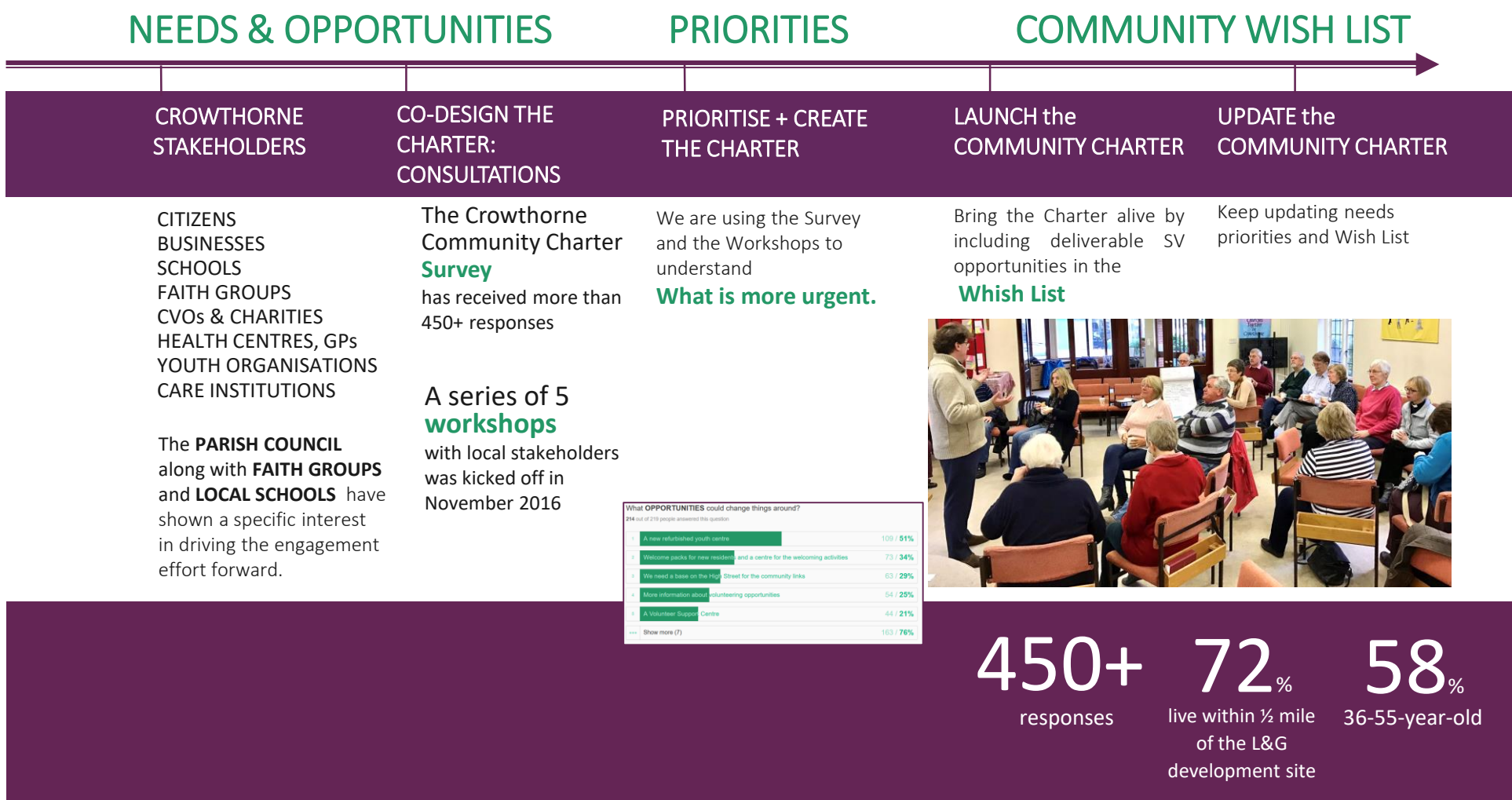
- Average levels of deprivation are better than those across London
- There is clear N/Sand E/W divide
- There is a single pocket of severe deprivation in Gooshays which sits within a wider pocket of high deprivation corresponding to Heaton and Havering Park.
- The south west of the borough experiences similar levels of Mild-High deprivation, covering the wards of Rainham & Wennington and South Hornchurch.
- Bridge Close site sits within a neighbourhood of High Deprivation

Summary IMD Analysis



- The N/S & E/W divide exists across all domains
- Crime is a key issue across the whole of Havering Council especially around the site.
- The site sits in an area of high deprivation across all domains

The UK's first Community (Social Value) Charter



A Community Charter is a public document, expressing a vision for the future of the community and identifying practical undertakings that if taken will make a positive difference to Crowthorne. The signatories will work together to endeavour to make these things happen.

The first Community Charter for Social Value was created by Crowthorne Parish Council and the Churches who with Legal & General Homes, developed the Charter with the community of Crowthorne

The UK's first Community (Social Value) Charter

Community Needs and Opportunities and the Community Wish List

Survey results: Community section extract



The COMMUNITY WISH-LIST

EDGEBARROW SCHOOL

- **OBJECTIVE:** Painting and Gardening to make the site an attractive and comfortable place for students
- **HOW CAN BUSINESS HELP:** Volunteering to come into school to assist on a specific project.
- **COMMITMENT/COST:** A couple of hours or a full day on a Saturday.
- **DETAIL:** We host a painting and gardening day three Saturdays a year to freshen up an area of the school from repainting classroom to weeding flower beds.
- **CONTACT:** Polly.king@edgebarrowschool.co.uk

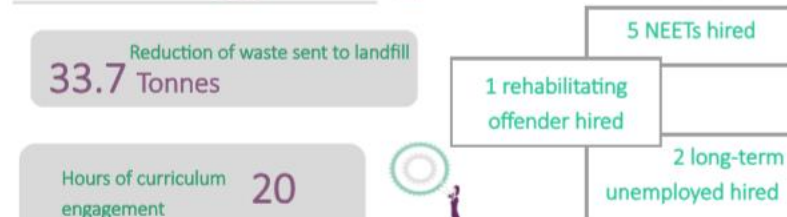
EDGEBARROW SCHOOL

- **OBJECTIVE:** Workplace visits – For students to explore and engage with the world of work
- **HOW CAN BUSINESS HELP:** Financial Support for the travel costs and /or to provide opportunities for students in the lower school to visit the world of work. To allow them to explore careers sectors to enable them to make informed choices.
- **COMMITMENT/COST:** A donation of any size toward travel costs or an opportunity to visit a workplace.
- **DETAIL:** TO support the schools Career and Work Related Learning Programme by giving students opportunities to engage with the world of work and to develop their transferable skills.
- **CONTACT:** Karen Robinson – Karen.robinson@edgebarrowschool.co.uk

Buckler's Park Supply Chain Social Value Report



Local Employment



Buckler's Park Supply Chain Activity

Project	Contract Value	Total SV Committed
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Full Service Projects		
Offsite Highway (Contract finished)	£6,448,103	£391,854
On Site Infrastructure (Contract finished)	£4,662,869	£372,250
SANG Works	£1,113,097	£36,131
TOTAL	£12,224,069	£800,235

Light Touch Projects		
Groundworker	£7,566,019	£717,098
Plumbing & Heating	£2,182,614	£801,346
Carpenter	£1,436,993	£33,508
Roof Tiling	£1,008,849	£149,341
Scaffolding	£1,440,321	£179,969
Window & Door	£1,317,938	£4,959
Fencing	£249,722	£0
Dryline/Screed	£1,932,963	£0
Bricklaying	£3,154,147	£89,193
Unit floor covering	£594,000	£257,474
Wall & floor tiling	£542,095	£126,709
Electrical	-	£362,299
TOTAL	£21,261,189	£2,359,597
GRAND TOTAL	£32,349,163	£3,159,832

Indicator Key

- On Target
- Achieved or exceeded target social value
- Progressing well
- Requires attention

Buckler's Park Supply Chain Activity - Social Value Delivered to Date

Question	Units	SV Committed	SV Delivered	% Delivered
Local people employed	no.	62	94	151%
Training opportunities	no. people	19	10	52%
Long term unemployed hired	no. people	4	2	50%
NEETs hired	no. people	4	5	125%
Rehabilitating offenders hired	no. people	2	1	50%
Local supply chain spend	£	£857,375	£492,640	57%
Local SME spend	£	£200	£706	353%
Volunteering to local community	hrs	402	68	16%
Donations to local community	£	£8,060	£2,995	37%
Curriculum engagement	hrs	66	20	30%
Waste to landfill reduction	tonnes	10	33.7	337%
CO2 savings	tCO2e	30	30	100%
ISO 14001 sub-contractors	no.	9	5	88%
Other measures	hrs	84	50	59%
Other measures	£	£3,500	£2,000	57%





Oaklands Junior School

Learning to think - Thinking to learn

NEWS UPDATE 24th May 2019



Next Steps



Next Steps

Identify key community voices and engage

Develop Social Value Measurement Framework

Work with the development team to identify key opportunities where the new development can make a difference through its lifetime

Set targets

Identify projects

