

Does Social Value Matter?

26th May 2022

**make
good
go further**



Core services

We support organisations with embedding social value across all of their business activities helping communities flourish

making good go further...

We provide a suite of business services



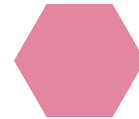
Measurement

A nationally-approved accounting methodology for measuring social value



Procurement

A platform to manage the tender process and to unlock social value in the supply chain



Contract management

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



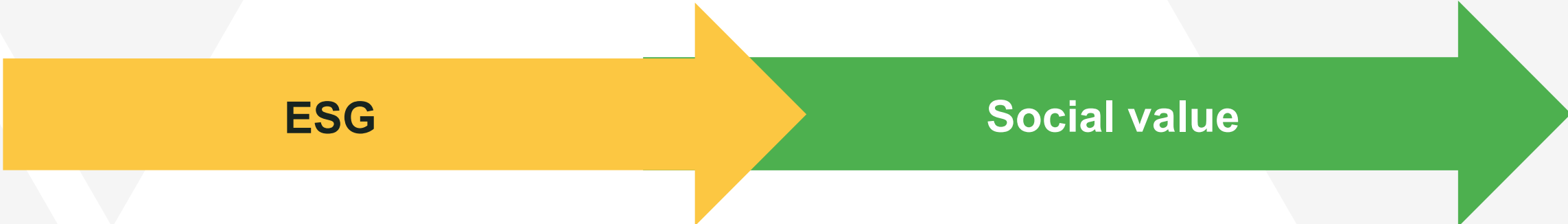
Reporting

Live reporting with interactive dashboards and displays

The Question

Does Social Value Matter.. in the built environment and can measuring it lead to unintended consequences ?

Moving from compliance to value



ESG

A framework for minimising risk

ESG is all about ‘examining’ a business against a given set of rules that are general and untailored. Generally about understanding and minimising the **negative**.



Avoid harm



Meet regulation



Disclose ESG metrics

Social value

A framework for maximising impact

Social value is about value creation and how a business meets its social purpose and contributes **net positively** to society.



Create value and social outcomes



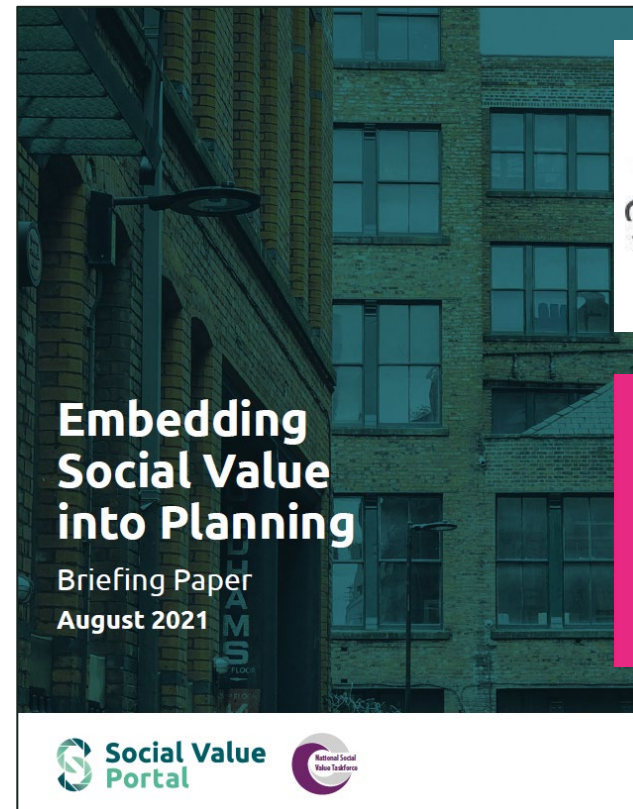
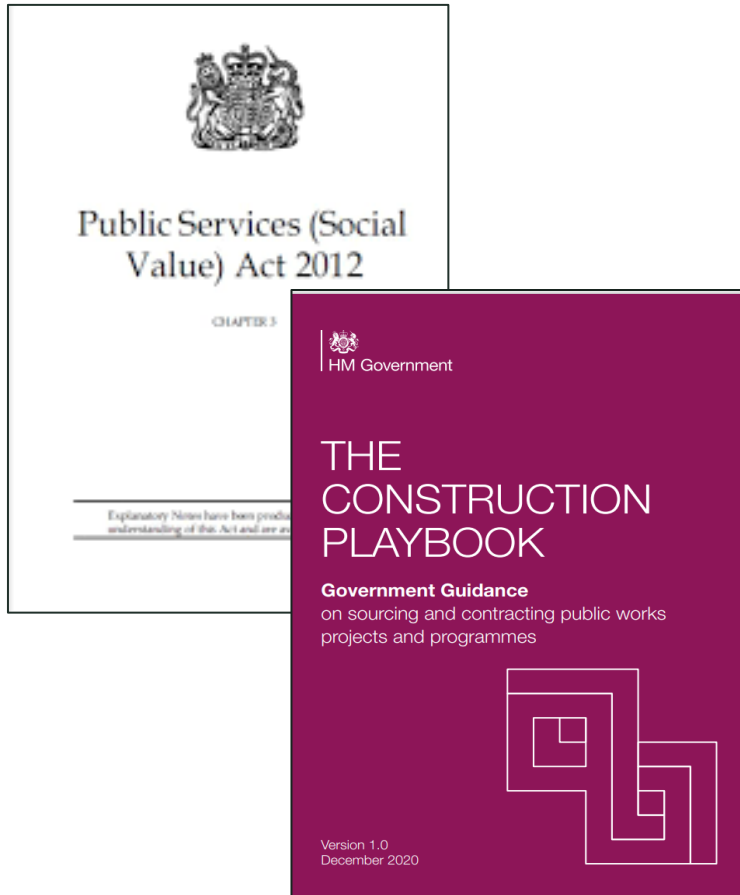
Benefit communities



Contribute to long-term wellbeing

Of course it matters....it's in the definition.....

Social Value refers to the additional economic, environmental and social benefits that a new development brings to the community



Salford City Council

What does it mean in reality

Opportunity	What can you do?
	In-house team
Employment & skills	Employment of local people Job opportunities for disadvantaged people such as long term unemployed
Office supplies	Prioritise the use of local businesses to deliver services and provide goods and works
Reduce Climate Change	Invest into energy efficiency to save £ and carbon Use a low carbon tariff and buy offsets to achieve net zero carbon
Resource management	Target 100% diversion from landfill Offer old equipment to local charities
Community engagement	Offer use of accessible spaces to local community Curate community events in outside spaces

A simple example



Nuneaton Signs – Employing 80% people who are disadvantaged

The National Sign Company with Social Value



Simple to measure – The National TOMs Framework

Developed by Social Value Portal in collaboration with the National Social Value Taskforce, endorsed by the Local Government Association and being used by over 100 councils in the UK

One social value measurement & reporting standard

- A consistent measurement solution that **creates a level playing field for businesses**
- Designed to **embed social value into procurement** or measurement activities
- Allows **benchmarking** and **comparability**
- Gives practical ways of **creating more social value** for communities
- Themes of **visionary** social value creation

5

themes

across

20

outcomes

with

48

core measures



Jobs



Growth



Social



Environment

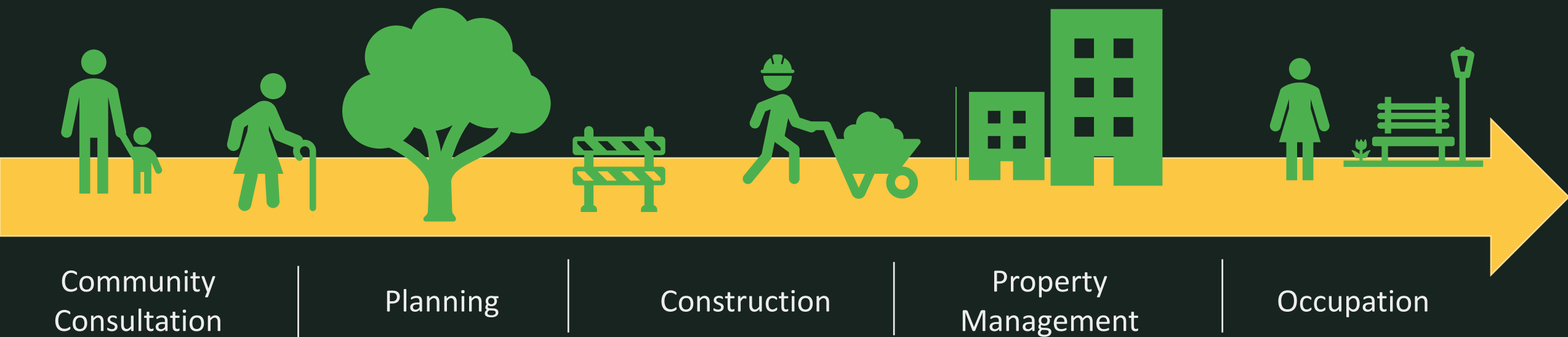


Innovation



People, Place and Planet

Social Value is **the golden thread** describing the benefits throughout the lifecycle of a development



Why are we here?



Jobs

16,700 jobs for
furthest from the

65,000 jobs
created or sustained

230,000 weeks of
apprenticeships
& training

£16M spend
with VCSEs

£12M donations

£28M spend
with SMEs

131,000 hours
supporting
staff wellbeing

£11.5Bn



Innovation

227,000 hours volunteering
in the Community

3M tonnes of carbon
saved

£28M local spend
in the Community

In answer to your question

Does it matter?

- Well of course it does! It's what our built environment is all about – people and communities

Measurement and unintended consequences?

- Yes. Almost always an upside as it allows organisations to measure, manage AND improve what they are doing....

Thank you!



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