



Measuring Social Value – Guidance for VCSEs, Providers and Businesses

The [Social Value Charter](#) for Shropshire sets out how public sector commissioners, service providers, voluntary, community & social enterprise organisations and businesses will aim to improve the social, economic and environmental wellbeing of Shropshire. The Social Value Charter identifies 3 main priorities:

1. Supporting the Shropshire economy
2. Promoting wellbeing in Shropshire
3. Shropshire is a great place to live

A Social Value Group, including representatives from Shropshire Council, Shropshire CCG, NHS Commissioning Unit, West Mercia Police & Crime Commissioner, Housing, Voluntary & Community Sector and Providers, developed and agreed to adopt a common approach to Social Value across the county. This ensures that we are all seeking to achieve common Social Value outcomes in a consistent way.

We want to get better at demonstrating and measuring Social Value. This is crucial to the implementation of the Charter. We need to establish measures which demonstrate and quantify the Social Value which is being generated.

A National Framework for Measuring Social Value

The National Social Value Taskforce has developed a national framework for Social Value measurement, called the '[National TOMs \(Themes, Outcomes and Measures\) Framework](#)'. The national framework proposes a range of measures of social value within 4 domains plus an additional 'Social Innovation' domain where users of the framework can develop their own measures for specific situations. A specific set of measures related to property / infrastructure, or Real Estate, (RE measures) has been developed.

The national framework incorporates a tool to use for reporting and monitoring social value outcomes at contract and organisational level and also a tool for evaluating social value as part of a tender evaluation process.

Measuring Social Value in Shropshire

The measures contained within the national framework support Shropshire’s Social Value priorities. The Shropshire Social Value Group has agreed to adopt the national measures which will be aligned to our local priorities.

It will not be expected that all organisations would report on and demonstrate achievement of all the proposed measures. It is more practical that specific measures would be agreed and set out in contract specifications for contracted providers; and non-contracted organisations would select measures appropriate to their activities to demonstrate the Social Value they are generating.

The Social Value measures for Shropshire are set out in Appendix 1 below.

How Organisations can use the Measures

The Social Value legislation requires public sector bodies to consider the Social Value that could be generated through their procurement activities. The precise nature of the Social Value required will vary on a project by project basis and will be determined through early engagement with communities, stakeholders, customers, service users and providers. However, Social Value is clearly not limited to value generated through work or services commissioned by the public sector. Many organisations operating in our communities are generating lots of Social Value. The [Social Value Charter](#) and these measures provide a framework for organisations to capture, measure and report on the great Social Value they generate.

Typically, commissioners may seek 2 or 3 Social Value measures for any given project. Some projects may lend themselves to far more than this; others less so. Based on feedback from early engagement, the commissioner can select Social Value outcomes, and the relevant associated measures, from the Shropshire Social Value Outcomes and Measures framework (see Appendix 1 below). These can be built into the procurement exercise and into future contract monitoring. When selecting Social Value outcomes commissioners must first of all consider inclusion of the following priority measures:

- Employment created for local people working on Council contracts – with a focus on particular priority groups where appropriate (eg care leavers, ex-armed forces, people with disabilities) **NT1 – NT6 inclusive**
- Prime contractor spend in the local supply chain **NT14, NT18, NT19**
- Promotion of locally important careers with associated training, work placements, etc (eg care work) **NT8, NT11, NT12, NT13**
- Developing people and skills in priority employment areas, eg care **NT50**

- Apprenticeships / work placements / training in the workplace
- Reducing the carbon impact of our commissioned services
- Reducing waste
- Supporting workforce healthy lifestyle schemes

NT9, NT10, NT12, NT13
NT31, NT32, NT33, NT44, NT45, NT46, NT64, NT65, NT66
NT68, NT70, NT72
NT20

Similarly, organisations wanting to quantify and demonstrate the Social Value they are generating can select appropriate measures from the framework.

Whilst generating Social Value is a good thing to do in its own right, the National TOMs Framework also includes provision for calculating a financial value for the Social Value which is being generated. Full guidance is included in the National TOMs Guidance and the calculations are included in the National TOMs Calculator. It should be noted that the proxy financial values in the calculator are based mainly on national research but can be changed to reflect local circumstance where evidence is available. Examples of calculations of the financial benefit to society through Social Value include:

Ref	Measure	Proxy Value per Unit	Count	Total Financial Benefit
NT4	No. of employees (FTE) taken on who are not in employment education or training (NEET)	£12,776.32 per FTE	2	£25,552.64
NT16	Equipment or resources donated to VCSEs	£ equivalent value	£5,000	£5,000
NT17	No. of voluntary hours donated to support VCSEs	£14.80 per hour	200	£2,960
NT32	Car miles saved on the project (eg cycle to work, public transport, car pooling)	£1.61 per hundred miles saved	8,000 miles	£128.80

For further information or advice on applying or measuring Social Value, commissioners should visit Shropshire’s Social Value website at <https://www.shropshire.gov.uk/social-value/> or contact Shropshire Council at socialvalue@shropshire.gov.uk

APPENDIX 1 – SHROPSHIRE SOCIAL VALUE OUTCOMES AND MEASURES

Shropshire Social Value Principle	Shropshire Social Value Outcome / Commitment	NT Ref	RE Ref (Real Estate)	Shropshire Social Value Measures - From National Social Value Framework http://socialvalueportal.com/national-toms/
Supporting the Shropshire economy	Employment opportunities for local people	NT1	RE1	No. of local direct employees (FTE) hired or retained (for re-tendered contracts) on contract for one year or the whole duration of the contract, whichever is shorter
		NT1a		No. of local direct employees (FTE) which are TUPE transfers retained on contract for one year or the whole duration of the contract, whichever is shorter (re-tendered contracts only - to be used at Measurement)
		NT1b	RE1a	No. of residents (FTE) from the listed sub-localities employed directly or through the supply chain as a result of your procurement requirements on the contract for one year or the whole duration of the contract, whichever is shorter (see sub-localities listed in 'LISTNT1b')
		NT1c	RE1b	No. of local people (FTE) on contract for one year or the whole duration of the contract, whichever is shorter, employed through the supply chain as a result of your procurement requirements
		NT2	RE2	Percentage of local employees (FTE) on contract
			RE3	Employer's fairs held to encourage local employment in the area
	Developing education, skills and training opportunities in the Shropshire economy	NT3	RE4	No. of employees (FTE) hired on the contract who are long term unemployed (unemployed for a year or longer) as a result of a recruitment programme
		NT3a		No. of armed forces veterans employees (FTE) hired on the contract as a result of a recruitment programme who are long term unemployed (unemployed for a year or longer) and are facing specific barriers to transitioning to civilian employment that do not qualify them as disabled (e.g. long term service)
		NT3b		No. of homeless employees (FTE) hired on the contract as a result of a recruitment

		programme
NT3c		No. of mothers returning to work (FTE) hired on the contract as a result of a recruitment programme who are long-term unemployed (unemployed for a year or longer) - (when the mother is the primary carer)
NT3d		No. of survivors of modern slavery employees (FTE) hired on the contract as a result of a recruitment programme
NT4	RE5	No. of employees (FTE) hired on the contract who are Not in Employment, Education, or Training (NEETs) as a result of a recruitment programme
NT4a		No. of 16-25 y.o. care leavers (FTE) hired on the contract as a result of a recruitment programme
NT5	RE6	No. of 18+ y.o. employees (FTE) hired on the contract who are rehabilitating or ex offenders as a result of a recruitment programme
NT5a		No. of 18-24 y.o. employees (FTE) hired on the contract who are rehabilitating young offenders as a result of a recruitment programme
NT6	RE7	No. of disabled employees (FTE) hired on the contract as a result of a recruitment programme
NT6a		No. of armed forces veterans employees (FTE) hired on the contract as a result of a recruitment programme who are disabled and are facing specific barriers to transitioning to civilian employment (e.g. physical injury, medical discharge, psychological condition) No. of armed forces veterans employees (FTE) hired on the contract as a result of a recruitment programme
	RE57	Percentage of women (FTE) hired on the contract
	RE58	Percentage of employees (FTE) BAME hired on the contract
	RE71	Specific initiatives or recruitment programmes for women run for the contract (Y/N)
	RE72	Specific initiatives or recruitment programmes for BAME run for the contract (Y/N)
NT7	RE8	No. of hours of support into work provided to unemployed people through career mentoring, including mock interviews, CV advice, and careers guidance -(over 24 y.o.)
NT8	RE9	No. of staff hours spent on local school and college visits e.g. delivering careers talks, curriculum support, literacy support, safety talks (including preparation time)
	RE10	No. site visits for school children or local residents

		NT9	RE11	No. of weeks of training opportunities on the contract (BTEC, City & Guilds, NVQ, HNC) that have either been completed during the year, or that will be supported by the organisation until completion in the following years - Level 2,3, or 4+
		NT10	RE12	No. of weeks of apprenticeships on the contract that have either been completed during the year, or that will be supported by the organisation until completion in the following years - Level 2,3, or 4+
		NT9a		No. of weeks of training opportunities on the contract (BTEC, City & Guilds, NVQ, HNC) that have either been completed during the year, or that will be supported by the organisation until completion in the following years - Level 2,3, or 4+ - delivered for groups specified in 'LISTNT9a' (e.g. NEETs, under-represented gender and ethnic groups, disabled, homeless, rehabilitating young offenders)
		NT10a		No. of weeks of apprenticeships on the contract that have either been completed during the year, or that will be supported by the organisation to completion in the following years - Level 2,3, or 4+ - delivered for groups specified in 'LIST NT10a' (e.g. NEETs, under-represented gender and ethnic groups, disabled, homeless, rehabilitating young offenders)
		NT54		Support a 'just transition' for workers by supporting those in 'traditional' high carbon industries to retrain
		NT10b		No. weeks on the contract of apprenticeships relating to the low carbon economy - opportunities either to be completed during the year, or that will be supported by the organisation to completion in the following years - Level 2,3, or 4+
		NT11	RE13	No. of hours dedicated to support young people into work (e.g. CV advice, mock interviews, careers guidance) - (under 24 y.o.)
		NT12	RE15	No. of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid)
		NT13	RE16	Meaningful work placements that pay Minimum or National Living wage according to eligibility - 6 weeks or more (internships)
		NT13a		Meaningful work placements that pay Real Living wage according to eligibility - 6 weeks or more (internships)
			RE14	Employment taster days for those interested in working in the real estate and construction industry

	Supporting / purchasing from the local supply chain	NT14		Total amount (£) spent with VCSEs within your supply chain
		NT15	RE18	Provision of expert business advice to VCSEs and MSMEs (e.g. financial advice / legal advice / HR advice/HSE)
		NT15a	RE18a	Provision of expert business advice to help VCSEs and MSMEs achieve net zero carbon by 2030
		NT16	RE19	Equipment or resources donated to VCSEs (£ equivalent value)
		NT17	RE20	Number of voluntary hours donated to support VCSEs (excludes expert business advice)
		NT18	RE22	Total amount (£) spent in LOCAL supply chain through the contract
		NT18a	RE22a	Total amount (£) spent through the contract in specified sub-localities (e.g. high deprivation areas) - please refer to list NT18a for the qualifying areas
		NT19	RE23	Total amount (£) spent through contract with LOCAL micro, small and medium enterprises (MSMEs)
		NT19a		Total amount (£) spent with local Micro and Small enterprises within your supply chain through the contract
			RE73	No. of opportunities created for local MSMEs to respond to tenders for de-carbonisation work on the contract
			RE21	Meet the buyer' events held to highlight local supply chain opportunities
	Good conditions of employment and fair wage rates and structures	NT20	RE24	No. of employees on the contract that have been provided access for at least 12 months to multidimensional wellbeing programmes that include flexible working time arrangements; healthy nutrition options; physical health programmes; a health risk appraisal questionnaire; access to health and wellbeing resources (e.g. a tailored health improvement web portal; wellness literature; and seminars and workshops focused on identified wellness issues)
		NT55		No. of employees provided with workplace screening (e.g. questionnaire) and support (e.g. at least six session of cognitive behavioural therapy) for anxiety and depression
			RE59	No. of employees provided with workplace screening (e.g. questionnaire) and support (e.g. six session of cognitive behavioural therapy) for anxiety and depression (Construction)
NT39			Mental Health campaigns for staff on the contract to create community of acceptance, remove stigma around mental health	

		NT56		Percentage of suppliers to Tier 2 in the supply chain to deliver the contract (including the prime contractor) that will implement the mental health core standards for all companies and also the mental health enhanced standards for companies with more than 500 employees, as set out in Thriving at Work: the Stevenson Farmer Review on Mental Health and Employers	
		NT21	RE25	Equality, diversity and inclusion training provided both for staff and supply chain staff	
		NT57		Prime contractor's median gender salary pay gap for staff - Small and Medium enterprises	
		NT40		Number and type of initiatives to be put in place to reduce the gender pay gap for staff employed in relation to the contract (describe and document initiatives)	
		NT41		Percentage of staff on contract that is paid at least the relevant Real Living wage as specified by Living Wage foundation	
		NT42		Percentage of contractors in the supply chain required (or supported if they are micro and small business) to pay at least Real Living wage	
		NT58		Number of employees FTE on contract to have pay raise to Real living wage or higher (on a renewed contract or TUPE)	
		NT22	RE26	Percentage of procurement contracts that includes commitments to ethical procurement, including to verify modern slavery and other relevant requirements.	
		NT43		Number and type of initiatives throughout the supply chain to identify and manage the risks of modern slavery occurring (i.e. supply chain mapping, staff training, contract management) in relation to the contract (describe and document initiatives)	
		NT59		Number of supply chain audits to be undertaken in the supply chain, to identify and manage the risk of modern slavery occurring in relation to the contract	
		NT60		Number of people employed in the supply chain to identify and manage the risk of modern slavery occurring in the supply chain, in relation to the contract	
		No equivalent	NT61	RE60	Percentage of invoices on the contract paid within 30 days
			NT62		Number and type of initiatives in place, to Tier 2 in the supply chain, to protect against cyber security risks in the delivery of the contract - Number of staff to receive training on identifying and managing cyber security risks in relation to the delivery of the contract. (describe and document initiatives)
NT23	RE27		Percentage of contracts with the supply chain on which Social Value commitments, measurement and monitoring are required		

A great place to live		NT24	RE28	Initiatives aimed at reducing crime (e.g. support for local youth groups, lighting for public spaces, private security, etc.)	
Promoting wellbeing in Shropshire	People have a good, decent and appropriate place to live	NT25	RE29	Initiatives to be taken to tackle homelessness (supporting temporary housing schemes, etc.)	
		NT63		Initiatives to support rough sleepers - including training for security and night staff, opening up facilities spaces (e.g. showers or additional beds when temperature drops) after hours	
		NT26	RE30	Initiatives taken or supported to engage people in health interventions (e.g. stop smoking, obesity, alcoholism, drugs, etc.) or wellbeing initiatives in the community, including physical activities for adults and children	
	Initiatives to address social and rural isolation	NT27	RE31	Initiatives to be taken to support older, disabled and vulnerable people to build stronger community networks (e.g. befriending schemes, digital inclusion clubs)	
A great place to live	Support or contribution to community initiatives	NT28	RE32	Donations or in-kind contributions to local community projects (£ & materials)	
		NT29	RE33	No. of hours volunteering time provided to support local community projects	
		NT30	RE34	Support provided to help local community draw up their own Community Charter or Stakeholder Plan	
	People have a good, decent and appropriate place to live		RE35	Occupier satisfaction score (NPS)	
			RE36	A Post Occupancy Evaluation has been carried out	
	A green and sustainable county		NT31		Savings in CO2 emissions on contract achieved through de-carbonisation (specify how these are to be achieved)
			NT44		Policy and programme to achieve net zero carbon by 2030 including monitoring plan with specific milestones (issued or to be issued by the end of 2020)
			NT64		Contribution made on the contract to own carbon offset fund (when it has been demonstrated said carbon cannot emission cannot be reduced within the contract's timeframe)
				RE39	Carbon savings from energy efficiency measures on site (e.g. increased use of renewables)
		RE40	Embodied Carbon reductions in CO2e emissions against baseline		

	RE61	Offset embodied carbon emissions from construction material
	RE62	Carbon offset fund payments against new developments (payments into external carbon offset funds e.g. through S106)
NT45		Carbon Certification (Carbon Trust Standard, Planet Mark or equivalent independently verified) - achieved or to achieve for current year
	RE37	Carbon reductions through energy efficiency measures or renewables - building operations - (e.g. REEB benchmark or 3 year baseline)
	RE38	Percentage of buildings meeting target (Building use less energy and are more energy efficient)
NT32	RE46	Car miles saved on the project as a result of a green transport programme or equivalent (e.g. cycle to work programmes, public transport or car pooling programmes, etc.)
NT33	RE47	Car miles driven using low or no emission staff vehicles included on project as a result of a green transport programme
NT46		Corporate travel schemes available to employees on the contract (subsidised public transport, subsidised cycling schemes and storage, sustainable corporate transport such as electric bus from public station to corporate facilities)
NT65	RE63	Percentage of fleet or construction vehicles on the contract that is at Least Euro 6 or LEV
NT66	RE64	Fleet emissions monitoring programme on the contract, including data collection (miles, type of vehicle, engine type, emission standard)
	RE65	Offsets or mitigation initiatives on biodiversity delivered whenever restoration is not available, and when implemented beyond legislative or regulatory requirements: Natural Capital Approach carbon sequestration and air quality benefits
NT67		Donations or investments towards initiatives aimed at environmental and biodiversity conservations and sustainable management projects for both marine and terrestrial ecosystems
NT47		Donations or investments towards expert designed sustainable reforestation or afforestation initiatives
	RE48a	Volunteering with environmental conservation initiatives or engagement in multi-stakeholder and advocacy initiatives around environmental conservation and sustainable ecosystem management - resources invested including time, funds and in-kind contributions

		NT68	RE74	Plastic recycling rate on the contract (to e.g. reduce microplastics)
		NT69		Support provided internally and to MSMEs and VCSEs within the supply chain to adopt Circular Economy solutions - business case and leadership for circular economy
		NT70		Single-use plastic packaging eliminated through reusable packaging solutions or schemes (e.g. Loop or equivalent) on the contract
		NT71		Value of local partnerships to implement circular economy solutions
		NT72		Hard to recycle waste diverted from landfill or incineration through specific recycling partnerships (e.g. Terracycle or equivalent)
			RE66	Waste management verification policies: audit hierarchy, downstream audits for waste stream
			RE42	WATER: Percentage of buildings meeting good practice benchmark (e.g. REEB)
			RE43	M3 water saved against relevant benchmark (e.g. REEB)
			RE44	WASTE: Percentage of buildings meeting good practice benchmark (e.g. REEB)
			RE45	Tonnes waste diverted against relevant benchmark (e.g. REEB)
			RE75	Percentage of of biocomposites and equivalent materials
		NT35	RE49	Percentage of procurement contracts that includes sustainable procurement commitments or other relevant requirements and certifications (e.g. to use local produce, reduce food waste, and keep resources in circulation longer.)
		NT73		Percentage of contracts with the supply chain requiring contractors to operate low or zero emission vehicles
		NT48		Supply Chain Carbon Certification (Carbon Trust Standard for Supply Chain or equivalent independently verified) - achieved or to achieve for current year
		NT49		Requirements or support (for Micro or Small enterprises) for suppliers to demonstrate climate change and carbon reduction training for all staff - e.g. SDGs Academy courses (NTs) or (e.g. RE) Supply Chain Sustainability School bronze or higher or equivalent
			RE50	Percentage of NEW buildings achieving BREEAM Rating
			RE51	Percentage of assets that have undergone a climate risk assessment
			RE52	Percentage of assets where sustainability risk has been reduced
			RE53	Percentage of buildings achieving BREEAM IN-USE

Supporting the Shropshire economy	Developing education, skills and training opportunities in the Shropshire economy	NT50	RE67	Innovative measures to promote local skills and employment to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprint from initiatives, etc.
	A green and sustainable county	NT51	RE68	Innovative measures to promote and support responsible business be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprint from initiatives, etc.
Promoting wellbeing in Shropshire	Support or contribution to community initiatives	NT52	RE69	Innovative measures to enable healthier, safer and more resilient communities to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprint from initiatives, etc.
A great place to live	A green and sustainable county	NT53	RE70	Innovative measures to safeguard the environment and respond to the climate emergency to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprint from initiatives, etc.