



A Social Value Charter for Shropshire: Metrics and Measurement

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.

Development of a Social Value Charter is essentially a commitment by Charter signatories (which can be the public bodies but is also designed for providers and other organisations) to deliver on a number of principles.

One of the things that we, and many other areas, are trying to get better at is demonstrating and measuring the social value that is delivered. This is crucial to the implementation of the Charter because we will need to establish measures which will demonstrate the nature of, and how much, Social Value which is being generated.

The initial focus for Social Value measures is around Economic value – the Charter principle of ‘Supporting the Shropshire Economy’ with the following specific commitments being demonstrated:

- a. Supporting / purchasing from the local supply chain where possible
- b. Supporting or creating the conditions for growth in the Shropshire economy
- c. Developing education, skills and training opportunities within the Shropshire economy
- d. Employment opportunities for local people
- e. Good conditions of employment and fair wage rates and structures

A review of the approaches to measurement taken in other areas and discussion with the council’s Economic Growth Specialist in the Performance, Intelligence and Policy team has resulted in the creation of measures to support / demonstrate the achievement of these commitments; there may well be more than one measure for each commitment.

It would not be expected or practical that all Charter signatories would report on and demonstrate achievement of all the proposed measures. Measures would be 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 measures to support demonstration of these commitments are as follows:

Supporting / purchasing from the local supply chain where possible	% supply chain spend with Shropshire-based businesses and organisations
Supporting or creating the conditions for growth in the Shropshire economy	Investment brought in to Shropshire: <ul style="list-style-type: none"> • Financial value of investment • As a % of contract value <p>Contribution to initiatives which support local economic growth – this to be provided as a narrative</p>
Developing education, skills and training opportunities within the Shropshire economy	During a 12 month period: <ul style="list-style-type: none"> • No. apprenticeships • No. training places offered • No. work experience places offered • % of staff offered training / continuing professional development • No. new qualifications achieved by staff / trainees
Employment opportunities for local people	No. jobs created: <ol style="list-style-type: none"> 1. In total 2. For Shropshire residents
Good conditions of employment and fair wage rates and structures	% employees who rate employment conditions favourably

Further measures will be developed by the Social Value Group to support the remaining Charter principles of Promoting Wellbeing in Shropshire and Shropshire being a great place to live.