



Measuring Social Value – Guidance for Commissioners

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

The Social Value Group, which includes representatives from Shropshire Council, Shropshire CCG, NHS Commissioning Unit, West Mercia Police & Crime Commissioner, Housing, Voluntary & Community Sector and Providers, has 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](#)' which was released in November 2017. The national framework proposes 35 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.

The framework also places a financial value against each social value measure which is derived from several robust sources. These include the Unit Cost Database from New Economy Manchester, HM Treasury Green Book and the Office for National Statistics. The majority of the Social Value financial measures place a value on the benefit to society as a whole; 4 of the financial values measure the local value generated, eg local jobs created and money spent in the local supply chain and with local SMEs.

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 Commissioners 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.

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. Through using the Social Value measures set out below we will be able to more easily quantify and aggregate the Social Value generated across Shropshire.

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)	£12,442.91 per FTE	2	£24,885.82
NT16	Equipment or resources donated to VCSEs	£ equivalent value	£5,000	£5,000
NT17	No. of voluntary hours donated to support VCSEs	£14.43 per hour	200	£2,886
NT32	Car miles saved on the project (eg cycle to work, public transport, car pooling)	£1.53 per hundred miles saved	8,000 miles	£12,240

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	Ref	Shropshire Social Value Measures - From National Social Value Framework http://socialvalueportal.com/national-toms/
Supporting the Shropshire Economy	Employment opportunities for local people	NT1	No. of local people (FTE) employed on contract for one year or the whole duration of the contract, whichever is shorter.
		NT2	% of local people employed on contract (FTE)
		NT3	No. of employees (FTE) taken on who are long term unemployed (unemployed for a year or longer)
		NT4	No. of employees (FTE) taken on who are not in employment, education, or training (NEETs)
		NT5	No. of employees (FTE) taken on who are rehabilitating young offenders (18-24 y.o.)
		NT6	No. of jobs (FTE) created for people with disabilities
	Developing education, skills and training opportunities within the Shropshire economy	NT7	No. of hours dedicated to supporting unemployed people into work by providing career mentoring, including mock interviews, CV advice, and careers guidance -(over 24 y.o.)
		NT8	Local school and college visits e.g. delivering careers talks, curriculum support, literacy support, safety talks (No. hours, includes preparation time)
		NT9	No. of training opportunities on contract (BTEC, City & Guilds, NVQ, HNC) 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+
		NT10	No. 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+
		NT11	No. of hours dedicated to support young people into work (e.g. CV advice, mock interviews, careers guidance) - (under 24 y.o.)
		NT12	No. of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid)

	Supporting / purchasing from the local supply chain	NT14	Total amount (£) spent with VCSEs within your supply chain
		NT15	Provision of expert business advice to VCSEs and SMEs (e.g. financial advice / legal advice / HR advice/HSE)
		NT16	Equipment or resources donated to VCSEs (£ equivalent value)
		NT17	Number of voluntary hours donated to support VCSEs (excludes expert business advice)
		NT18	Total amount (£) spent in LOCAL supply chain through the contract.
		NT19	Total amount (£) spent through contract with LOCAL SMEs
	Good conditions of employment and fair wage rates and structures	NT20	Demonstrate commitment to work practices that improve staff wellbeing, recognise mental health as an issue and reduce absenteeism due to ill health. Identify time dedicated to staff wellbeing courses
		NT21	Diversity training provided for contractors and subcontractors
		NT13	Employees or work placements that pay Minimum or National Living wage according to eligibility - 6 weeks or more
A Great Place to Live	People have a good, decent and appropriate place to live	NT24	Initiatives aimed at reducing crime (e.g. support for local youth groups, lighting for public spaces, private security, etc.)
Promoting Wellbeing in Shropshire		NT25	Initiatives to be taken to tackle homelessness (supporting temporary housing schemes, etc)
	NT26	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.	
	NT27	Initiatives to be taken to support older, disabled and vulnerable people to build stronger community networks (e.g. befriending schemes, digital inclusion clubs)	
	NT28	Donations or in-kind contributions to local community projects (£ & materials)	
A Great Place to Live	Support or contribution to community initiatives	NT29	No hours volunteering time provided to support local community projects
		NT30	Support provided to help local community draw up their own Community Charter or Stakeholder Plan
		NT31	Savings in CO2 emissions on contract not from transport (specify how these are to be achieved).
	A green and sustainable county	NT32	Car miles saved on the project (e.g. cycle to work programmes, public transport or car pooling programmes, etc.)

		NT33	Number of low or no emission staff vehicles included on project (miles driven)	
		NT34	Voluntary time dedicated to the creation or management of green infrastructure, to increase biodiversity, or to keep green spaces clean	
	Embedding Social Value in Commissioning		NT35	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.)
	NT22	Percentage of procurement contracts that includes commitments to ethical procurement		
	NT23	Percentage of contracts with the supply chain on which Social Value commitments, measurement and monitoring are required		