THE SOCIAL VALUE PORTAL

SVP WEBINAR

The National TOMs Tutorial

14:00 BST Monday May 11th

Content

Welcome

Introductions to the Speakers

Format and Protocols

What are the National TOMs

How do the Social Value Proxies work?

What does *'good look like'?*

Q&A

Your Hosts for today

Guy Battle
CEO

Lise Rosat
Senior Advisor
TOMs Lead

Philipp Cyrus
Senior Researcher
TOMs Lead

Cindy Nadesan
Strategic Account
Manager

Social Value Portal

The Social Value Portal is the market leader in social value measurement and reporting.

Our management tool helps organisations calculate their social value in terms of environmental, social and economic contributions.

We want to help you to measure, manage and maximise your broader contribution to society.

MEASUREMENT

A 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

Local Government Association

NATIONAL TOMs

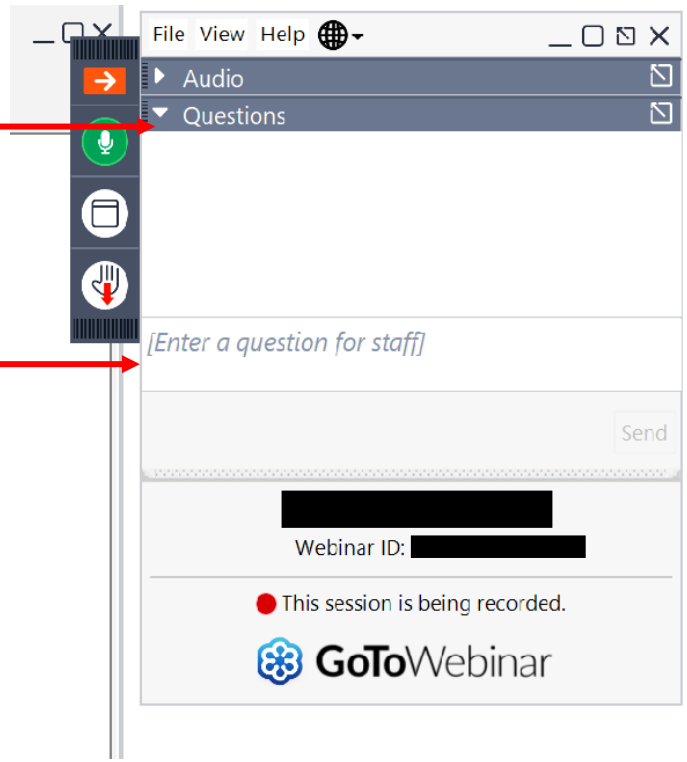
The TOMs are mapped against the Global Goals

THE GLOBAL GOALS For Sustainable Development

How and ask a Question

Drop down menu to access questions

Enter your question here

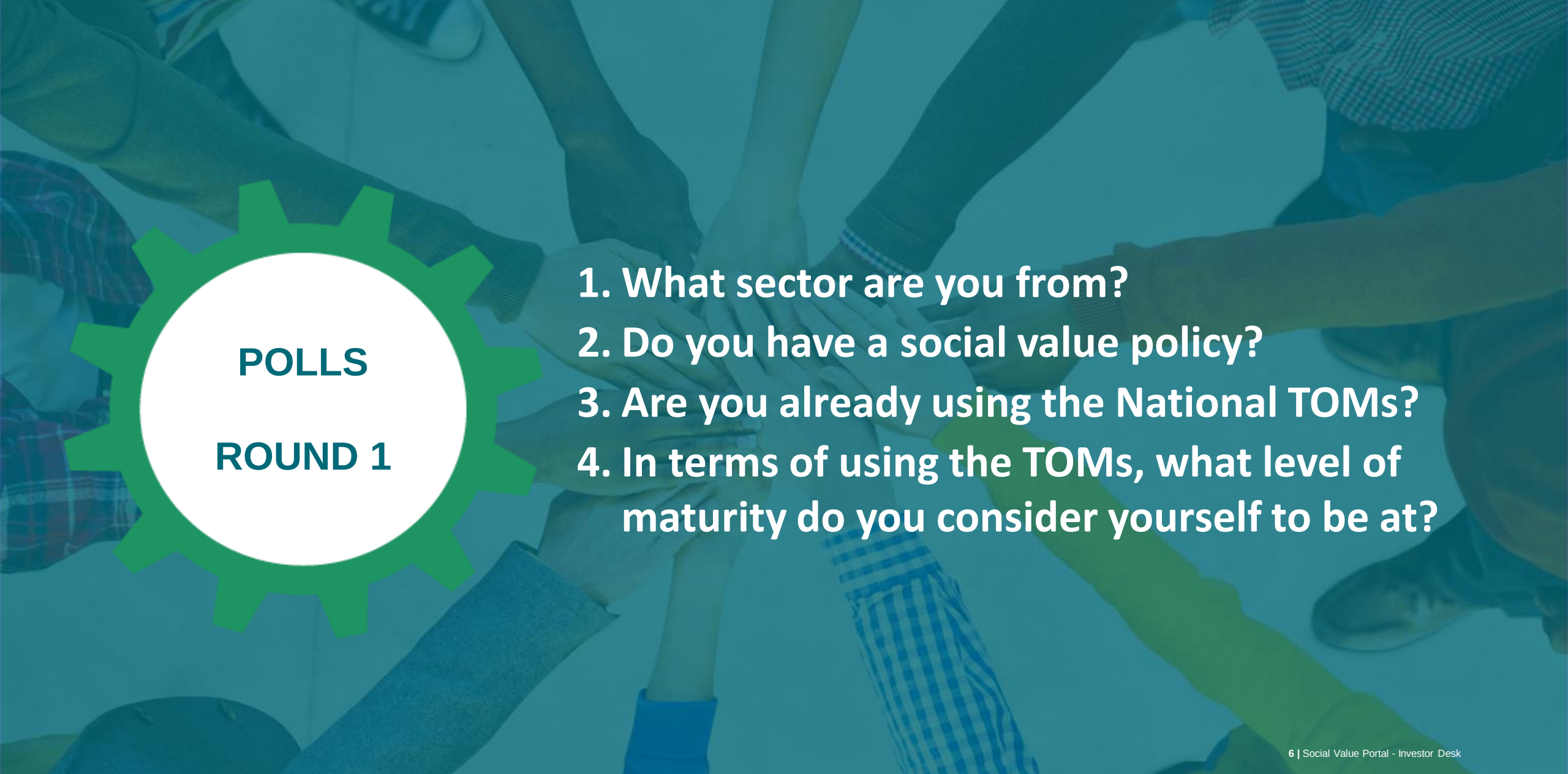


Webinar control panel

Also.....

POLLS!

THE SOCIAL VALUE PORTAL



POLLS

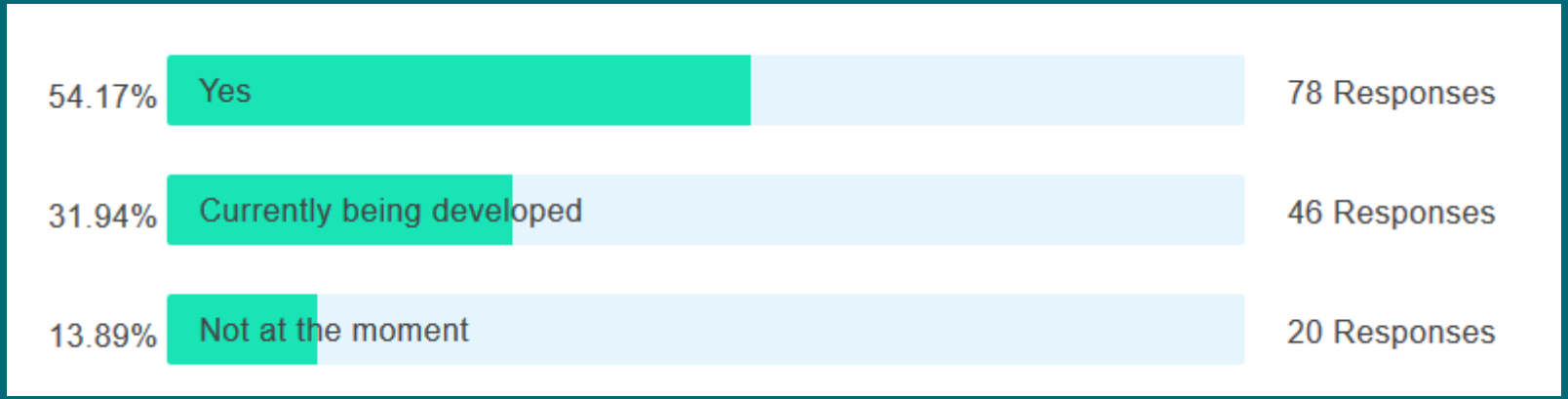
ROUND 1

1. What sector are you from?
2. Do you have a social value policy?
3. Are you already using the National TOMs?
4. In terms of using the TOMs, what level of maturity do you consider yourself to be at?

1. What Sector are you from?

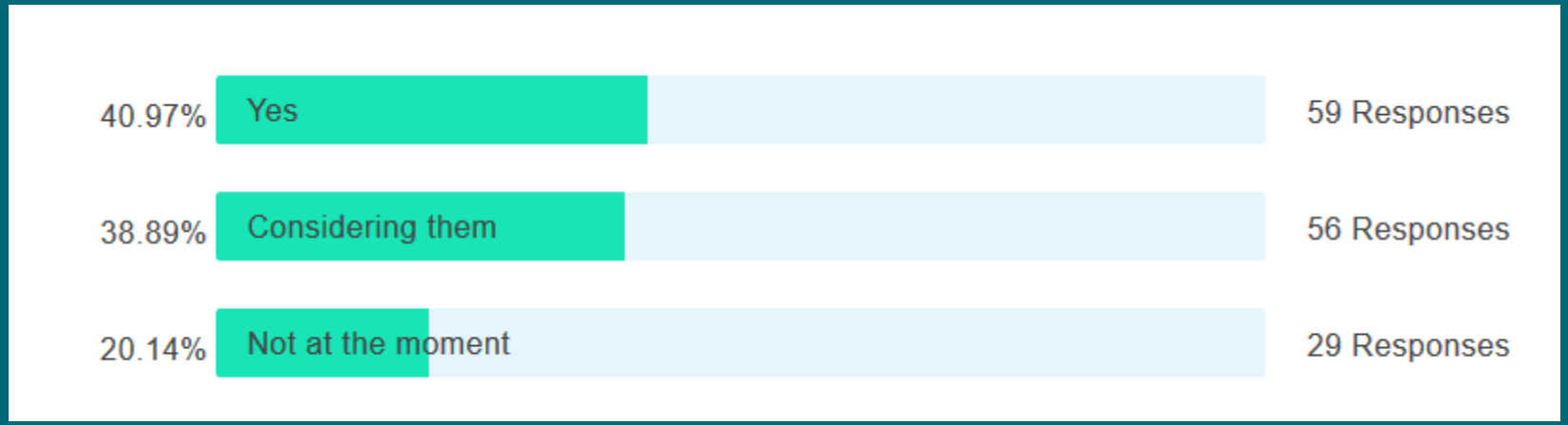
127 responses

2. Do you have a social value policy?



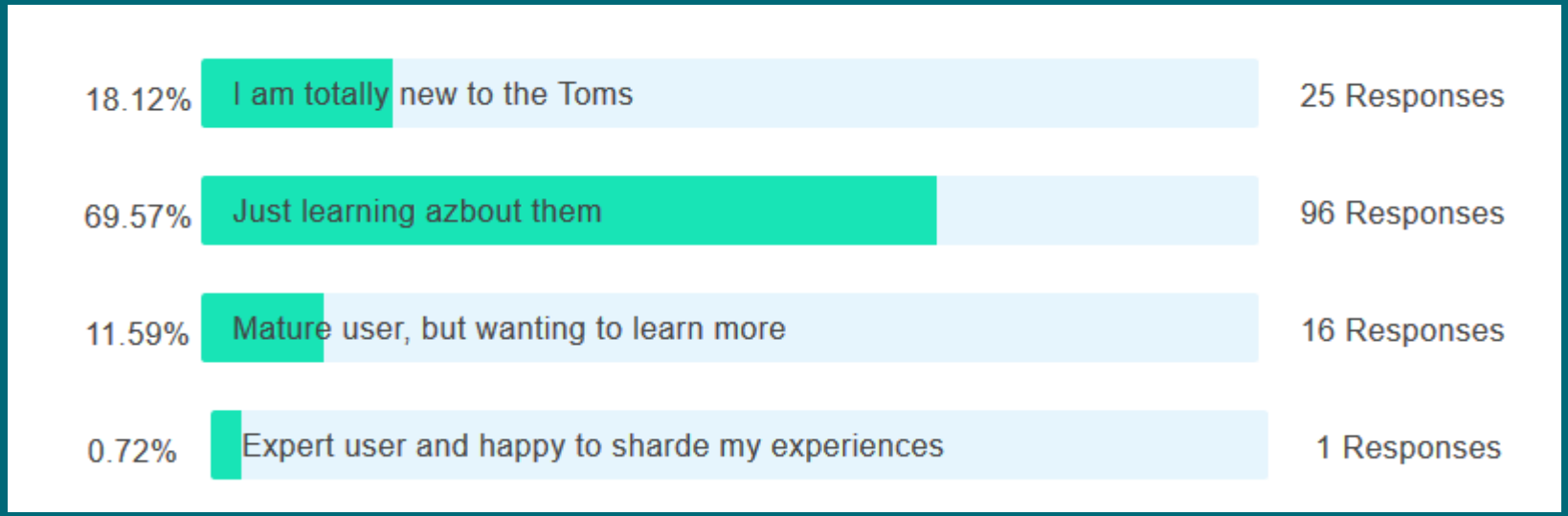
144 responses

3. Do you use the National TOMs



144 responses

4. In terms of using the TOMs what level of maturity do you consider yourself to be at?



138 responses

Measuring Social Value using the National TOMs

7th April 2020

Anna McChesney-Gordon
Sol Tannir
Cindy Nadesan

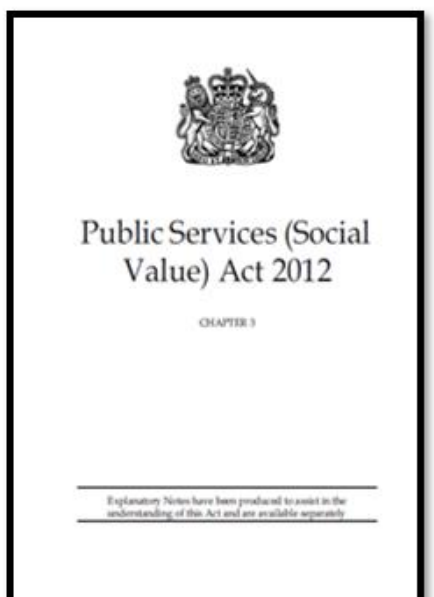
THE SOCIAL VALUE PORTAL

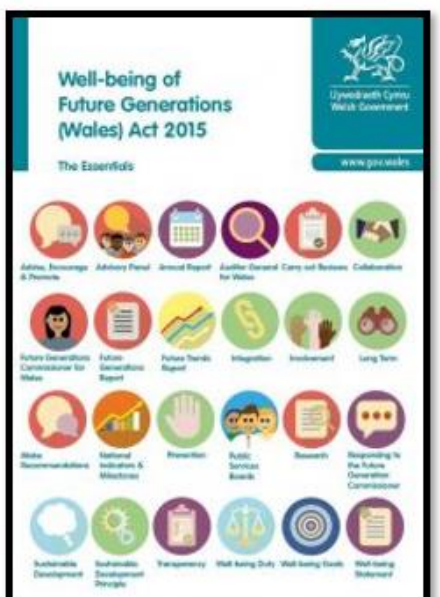
Social value and relevant legislation

"Social Value refers to **wider financial and non-financial impacts** of projects and programmes including the wellbeing of individuals and communities, social capital and the environment"

Cabinet Office

"An Act to require public authorities to have regard to economic, social and environmental wellbeing in connection with public services contracts and for connected purposes"





NATIONAL TOMs

- First Issued 2017
- Updated Annually
- Latest Issues 2020 and 2020 Covid-19

5 THEMES • 20 OUTCOMES • 48 MEASURES

ONE MEASUREMENT & REPORTING STANDARD

- Provide a consistent measurement solution
- Create a level playing field for business
- Allows benchmarking and comparability
- Open source under Creative Commons license

Measuring the Impact

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

£0

(salary only)

On the one hand….

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

£23,119 - £ 84,866

*(£6,616 + £16,503)** *(£ 68,363 + £16,503)***

On the other hand….

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

Which is worth more and from what perspective – society or the individual?

*Pessimistic scenario: Based on an assumed 9% reduced re-offending rate and 17% re-gaining employment rate for young ex-offenders

**Optimistic scenario: Based on an assumed 93% reduced re-offending rate and 17% re-gaining employment rate for young ex-offenders

National (TOMs) Social Value Measurement Framework

Themes	Outcomes	Measures	Units	Value
Local Skills and Employment	More opportunities for disadvantaged people	No. ex-offenders employed	No. people	£23,119/per
Growth of Responsible and Local Business	More opportunities for local SMEs and VCSEs	No. voluntary hours	No. hrs	£16.07/hr
Healthier, Safer and more Resilient Communities	Reducing inequalities	Spend in local supply chain	£ spent	Local Spend Multiplier
Decarbonising and Safeguarding our World	Vulnerable people helped to live independently	Tonnes CO2e reduced	tCO2e	£69.35/tCo2e
Social Innovation	Carbon emissions are reduced			
	Safeguarding the natural environment			

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

THE NATIONAL TOMS MEAUSUREMENT FRAMEWORK

THEME	OUTCOMES
JOBS: PROMOTING LOCAL SKILLS & EMPLOYMENT	More local people in employment
	More opportunities for disadvantaged people
	Improved skills for local people
	Improved employability of young people
GROWTH: SUPPORTING GROWTH OF RESPONSIBLE REGIONAL BUSINESS	More opportunities for local SMEs and VCSEs
	Improving staff wellbeing and mental health
	Reducing inequalities
	Ethical Procurement is promoted
	Social Value embedded in the supply chain
SOCIAL: HEALTHIER, SAFER & MORE RESILIENT COMMUNITIES	Creating a healthier community
	Vulnerable people are helped to live independently
	More working with the Community
ENVIRONMENT: DECARBONISING & SAFEGUARDING OUR WORLD	Carbon emissions are reduced
	Air pollution is reduced
	Safeguarding the natural environment
	Sustainable Procurement is promoted
INNOVATION: PROMOTING SOCIAL INNOVATION	Other measures (TBD)

Local Government Association

The National TOMs Measurement Framework has been designed to provide a reporting standard for measuring social value.

The National TOMs Measurement Framework includes 5 Themes, 28 Outcomes and 48 Measures
+ 4 Open Outcomes
+ 4 Open Measures
relating to social innovation

For more information about the National TOMs Measurement Framework, please see: https://socialvalueportal.com/national-toms/

THE SOCIAL VALUE PORTAL

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		£14,701.56	3
		NT4	No. of NEETs employed		£12,442.91	3
		NT5	No. of rehabilitating young off		£14,618.77	1
		NT6	No. of jobs (FTE) created for p		£12,769.68	3
		NT7	No. of hours providing career	es	£94.28	1
	Improved skills for local people	NT8	Local school and college visits		£14.43	2
		NT9	No. of training opportunities c		£235.75	2
		NT10	No. of apprenticeships on the		£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	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
		NT20	Improve staff wellbeing, recognise mental health	no. hrs*no. attendees	£95.95	1
		NT21	Diversity training	no. hrs*no. attendees	Record only	1
		NT22	% of contracts incl. commitments to ethical procurement, & anti-slavery	% of contracts	Record only	1
		NT23	% of supply chain contracts with Social Value commitments	% of contracts	Record only	1
		NT24	Initiatives aimed at reducing crime	£ invested & staff time	£1.00	1
		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
and more Resilient Communities		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

We can use weightings to signal to your priority areas

Measures can be tailored to reflect specific local challenges

Public Procurement Case Study

Solihull Metropolitan Borough Council (SMBC) sought to replace tills in approximately 70 secondary and primary schools, to be managed by Solihull Catering Service.

The contract involves delivery, installation, ongoing maintenance and training. Both leasing and purchasing options were considered.

SMBC was looking for a hands-on approach when it comes to implementation so that deadlines are met and a continuing relationship that is both innovative and forward-looking throughout the period of the contract.

The contract was suitable for delivery by a VCSE or SME.

Est. Contract Value: £250-500k

Contract Term: 5 years (+3 year extension option)

SMBC School Tills Contract – Award Criteria

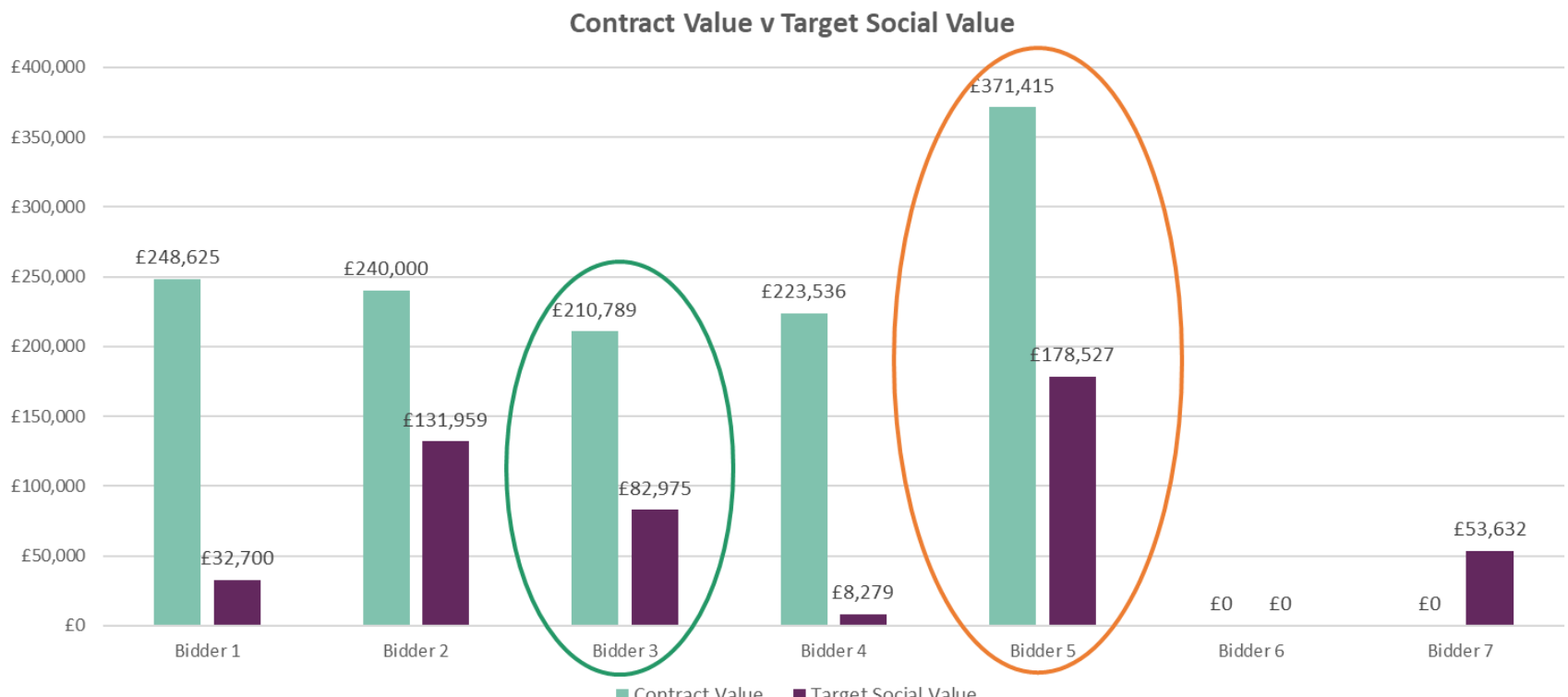
SMBC are weighting social value at 5-20%, depending on contract type.

For the School Tills contract social value was weighted at 15%, as a standalone evaluation criteria.

Quality	40%	
Price	45%	
Social Value	15%	
	Qualitative	Quantitative
	7.5%	7.5%
TOTAL	100%	

School Tills Contract – Tender Submissions

6 social value proposals were submitted, 1 bidder chose not to commit SV targets. These showed that there was no correlation between a high social value bid and a higher financial proposal.



Bidder 3 won the project due to best combination of price, quality and social value

Bidder 5 ranked highest in the scoring of social value

Building on 2019 achievements

TOMs 2.0

Updated methodology:

- Incorporating User feedback
- 'Quality proofed' against upcoming sector standards (e.g. BSI)
- Mapping against UN Sustainable Development Goals
- Climate Emergency and Circular Economy
- Covid-19 Plug-In (REACT)

Plug-Ins

- REAL ESTATE & CONSTRUCTION (Includes BIG INFRASTRUCTURE)
- HEALTH
- FACILITIES and PROPERTY MANAGEMENT PLUG IN
- WELSH TOMs

EXTENSIONS 20/21

- GOOD WORK
- PLANNING
- WELLBEING
- COVID-19 Updates (RECOVER AND RENEW)

COVID-19 Plug-in(s)
3 Stage Response

Stage 1 *REACT*
(Quickly)

Immediate response to mobilise resources to tackle the emergency and mitigate negative impacts

Stage 2 *RECOVER*
(Gradually)

Mobilise resources to help communities rebuild and come back to a new and improved normal

Stage 3 *RENEW*
(Sustainably)

Leverage what has been learned (mobilisation, connectedness, mutual support) to build resilience to ensure that value *to society* remains in focus

How do the Proxies work?

7th April 2020

Anna McChesney-Gordon
Sol Tannir
Cindy Nadesan

THE SOCIAL VALUE PORTAL

NT Proxy building – from theory to practice

National TOMs Proxies

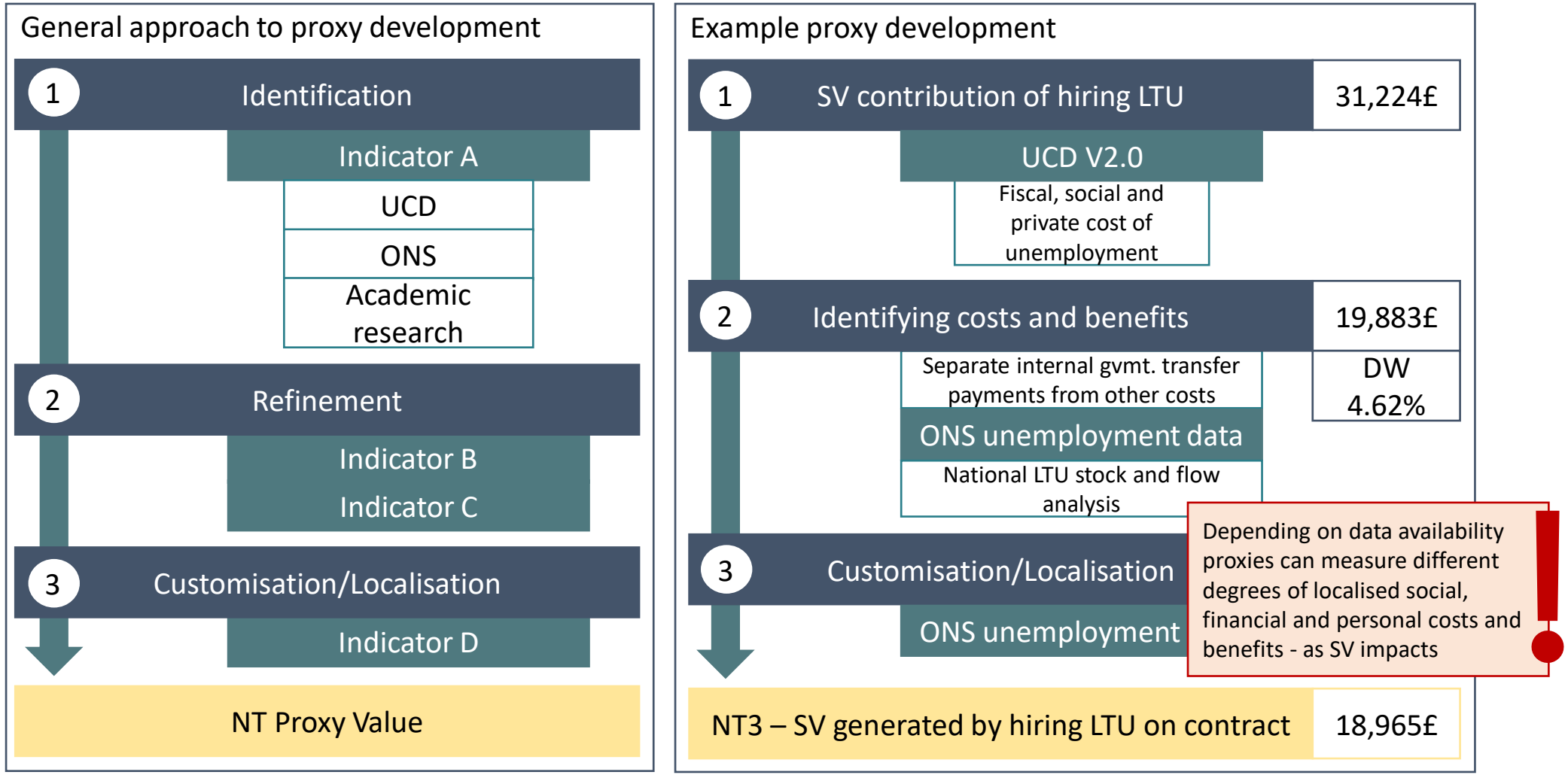
- Developed from benefit analysis techniques as outlined in Treasury Green Book and other relevant public sector guidelines
- Make use of market prices and other monetary valuation techniques
- Updated annually
- Disaggregate social and local economic value contributions into following components:
  - Fiscal savings for public purse
  - Economic benefits for individual
  - Broader community and individual wellbeing changes

Much of the confusion around social value measurement is generated by people measuring different things

Proxy Maturity

- All Social Value Proxies are categorised to clarify what components of value they capture
  - Inputs (e.g. resources invested or activities)
  - Outputs (e.g. resulting products or services)
  - Outcomes (e.g. resulting immediate direct consequences for beneficiaries)
  - Impacts (broader consequences including wellbeing for individual, communities and societies)
- A proxy's maturity is related to how comprehensively it captures the varying components of social value relevant to a Measure

NT Proxy building – from theory to practice



What have we delivered to date?

The additional value created for communities through the social, economic and environmental inittaives an organisation takes or delivers through its projects

£13.8bn
Total value of contracts through portal to date

£2.1bn
Total local spend

705,000
Total no. volunteering hours unlocked

1,480
Total no. jobs registered for disadvantaged people

+25%
Average % social value delivered across public sector procurements

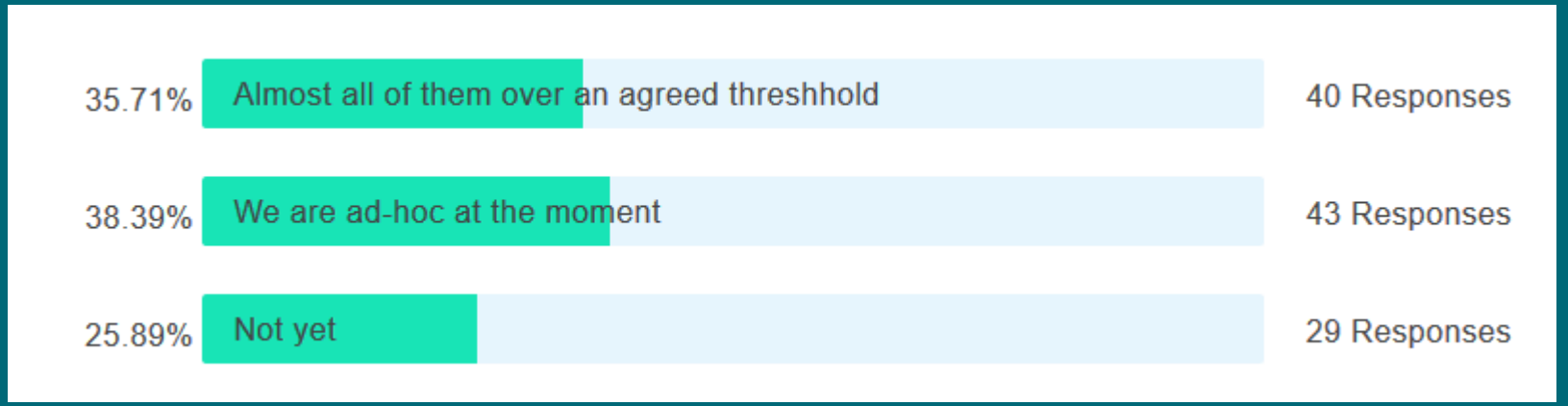
1,597
Total number of projects under management

POLLS

ROUND 2

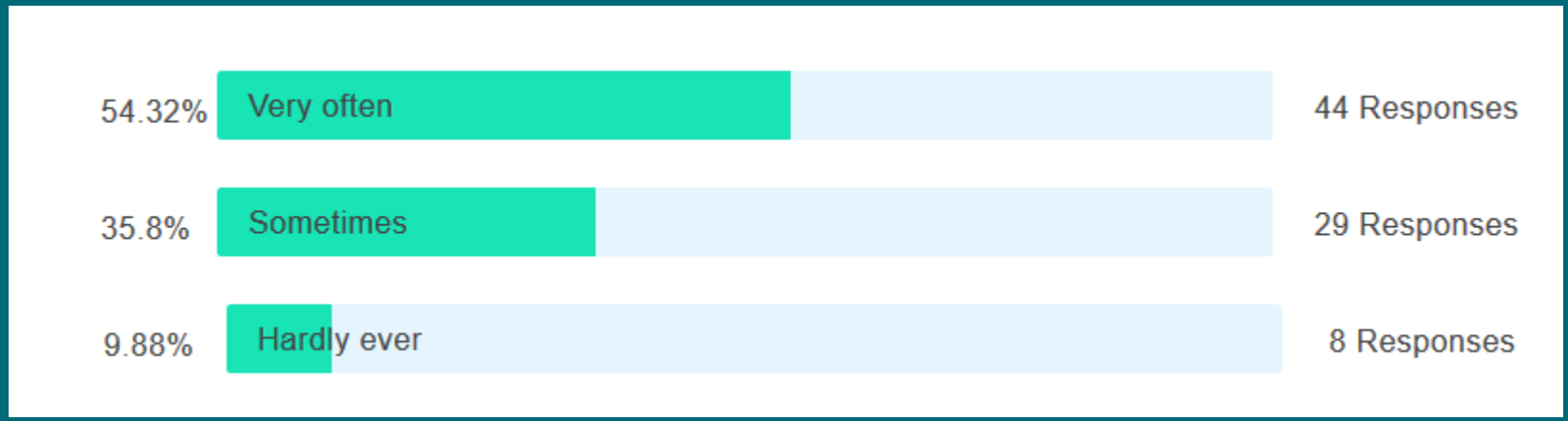
1. Do you embed social value into your procurements?
2. If you are a supplier to the public sector how often do you come across Social Value in tenders?
3. What thresholds do you think should be used, above which social value is embedded into the tender?
4. If you PUBLIC SECTOR/BUYER what weightings do you think should be used?
5. If you PRIVATE SECTOR/SUPPLIER what weightings do you think should be used?

1. Do you embed social value into your procurements?



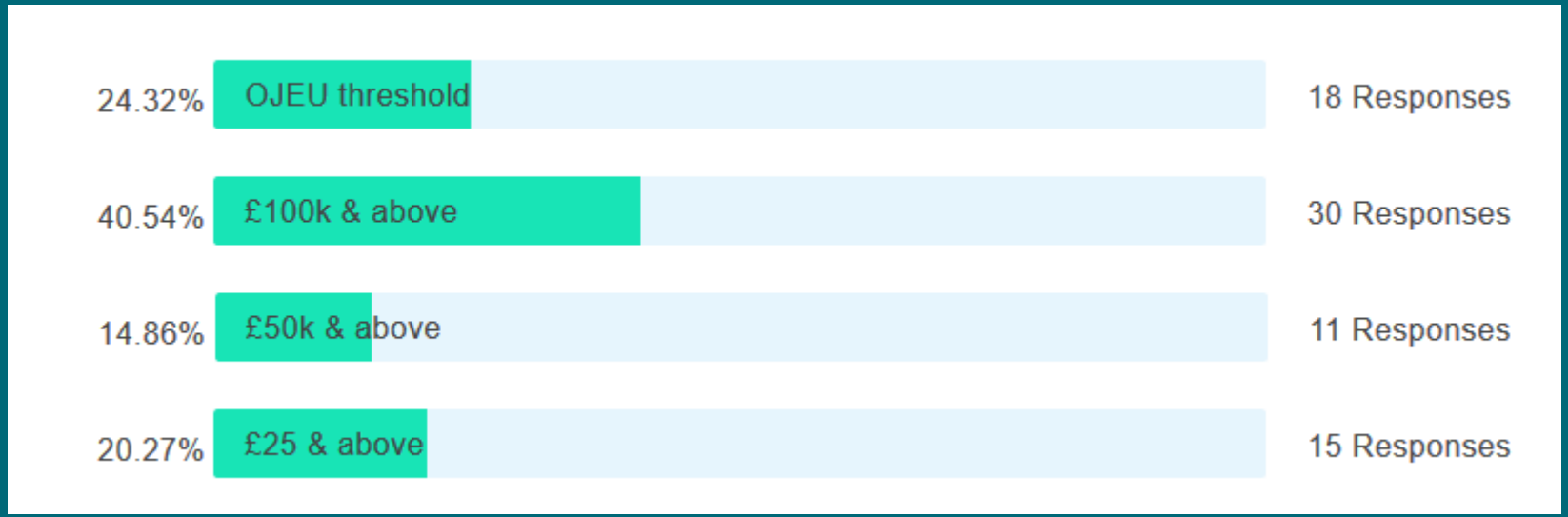
112 responses

2. If you are a supplier to the public sector how often do you come across social value tenders?



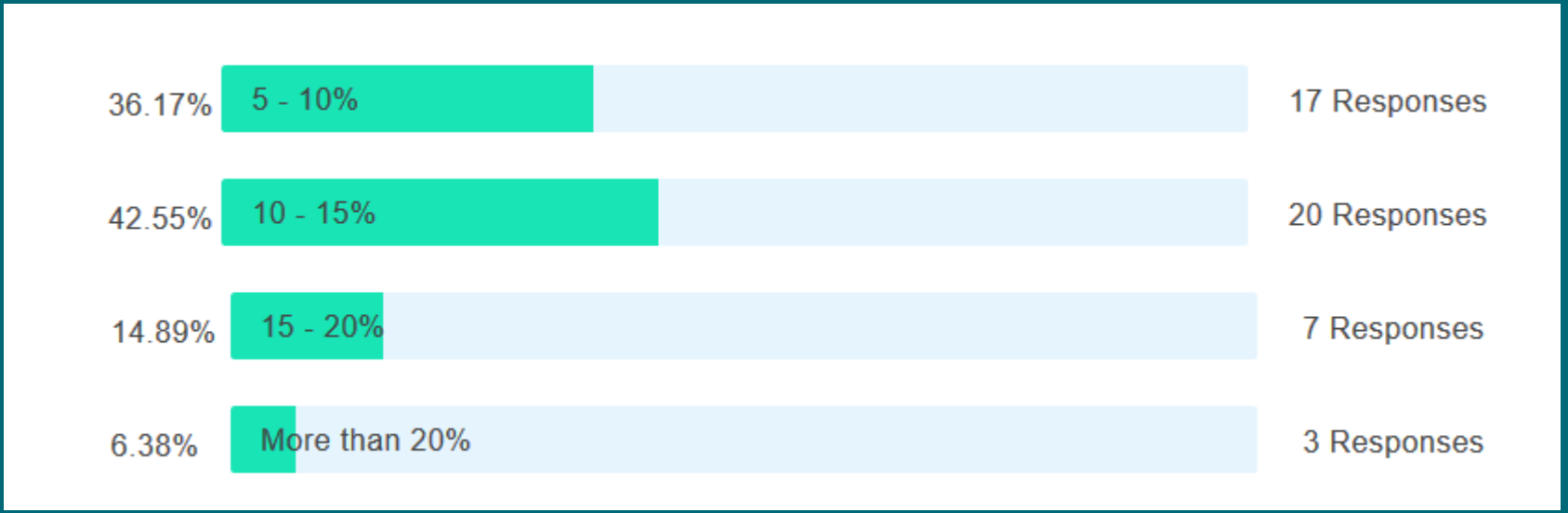
81 responses

3. What thresholds do you think should be used, above which social value is embedded into the tender?



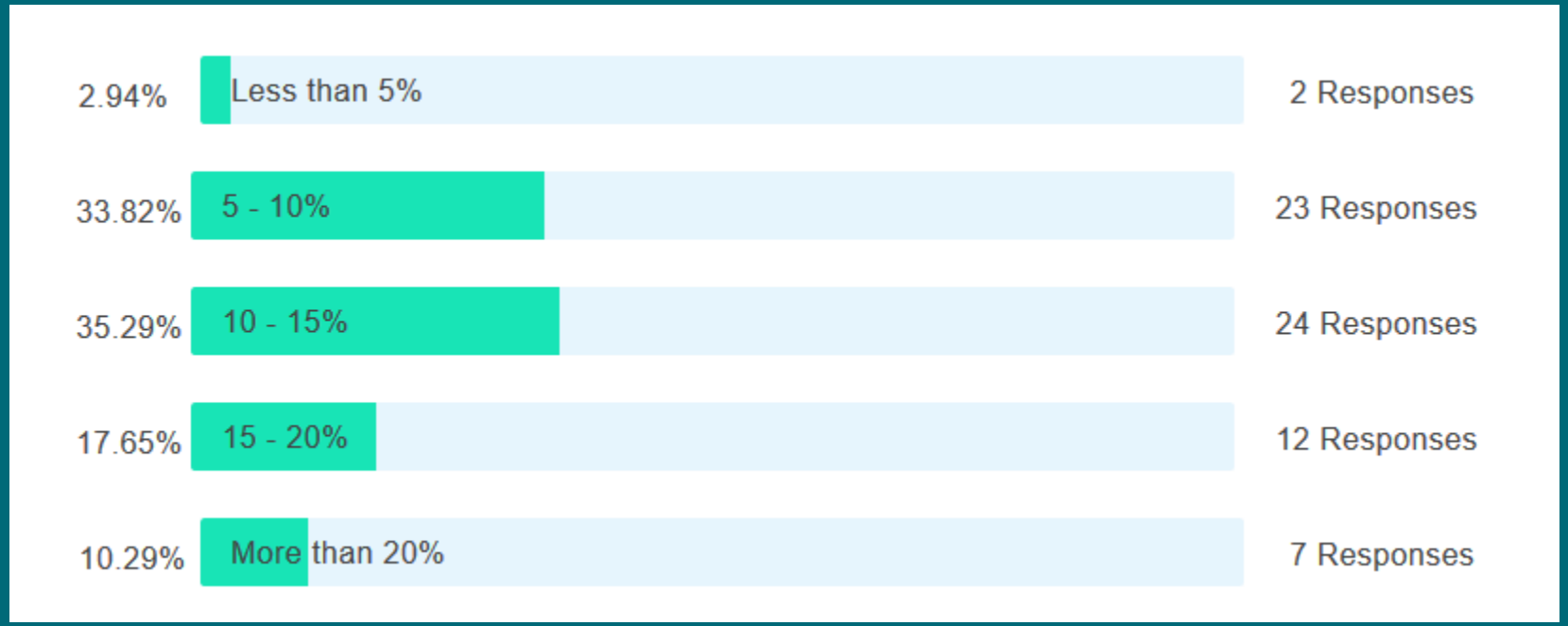
74 responses

4. For PUBLIC SECTOR/BUYERS: what weightings do you think should be used?



47 responses

5. For PRIVATE SECTOR/SUPPLIERS: what weightings do you think should be used?



68 responses

What does *GOOD* look like?

Lise Rosat

Senior Social Value Advisor

TOMs Lead

7th April 2020

Anna [illegible]

Sol Tannir

Cindy Nadesan

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How the TOMs are used in procurement?

- Alongside Cost and Quality, Social Value is now part of public sector tenders and evaluations
- The TOMs framework allows council to evaluate Social Value submission based on how much/many AND the Quality of the submission
- One set of measures shared with all the bidder including guidance
- Clarity of what is expected for all bidders
- SV Weightings in tender

SV Maturity	Beginners		Mature		Leader	
Social Value	10%		10-15%		15-20%	
	Qual.	Quant.	Qual.	Quant.	Qual.	Quant.
	60%	40%	50%	50%	40%	60%

Less than 10% is too low!

Quantitative Submission – How does it work?

The Quantitative assessment is based on the **total £SV** submitted by the bidder

*The **proxy value** is multiplied by the **no. of units targeted** submitted by the bidder*

Ref	Measures	Units	Proxy Value	Target (no. of units)	£ SV (including Social and Local Economic Value)
NT5	No. ex-offenders employed	No. people	£23,119/FTE	2 people FTE	£46,238
NT8	Staff hours spend on local school and college visits	No. hrs	£16.07/hr	150 hours	£2,410.50
NT72	Hard to recycle waste	Tonnes of waste	£94.15/tonnes	15 tonnes of waste	£1,412.25

Total £SV = £50,061

Quantitative submission of the bid → *Total Social (£SV) = Sum(target units*proxy value)*

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Quantitative Submission – How can a performance be assessed before submitting an offer?

- The %SV Added is the **total social value delivered in proportion to the total 'contract value'**.

Typical practice: **20%**
Good practice: **30%**

Over 50% - *Check!*

Example
Contract Value = £1,000,000
£SV = £280,000
%SVA = 28% of SV added

- It is important to have a **balanced quantitative submission**: make sure you set targets against each of the TOMs themes, not forgetting environmental and community value.

TOMs calculator - Prioritisation

According to the *local context and needs* of the local authority, TOMs measures can be **weighted** during tender (from **1 to 3**). Some measures can also be **mandatory**.

It influences **Qualitative scoring as proxy values will be inflated during procurement** (not applicable during contract management).

If NT5 is given a weighting of 3 (very high), the proxy value will be multiplied by 3 during procurement.

In this case: **£23,119*3= £69,357**

RE Ref	Measures Click on each Measure to view guidance	PRIORITISATION	Per unit value contribution PROCUREMENT	TARGETS	SOCIAL VALUE PROCUREMENT EVALUATION*
		Weighting based on local or contract priorities (optional) - Choose prioritisation by Level or by Percentage Very high (3)	Social Value proxy weighted by prioritization	Are set by the organisation pledging Social Value - please check the Units column	*As weighted by selected prioritisation Please check: Prioritisations; Localised Proxies;
NT5	No. of 18+ y.o. employees (FTE) hired on the contract who are rehabilitating or ex offenders as a result of a recruitment programme	Very High	£69,357 (£23,119*3)	2 people FTE	£138,714

Qualitative submission

1. Evidence of Delivery - Minimum requirements for projects below £500,000 contract value threshold

- **Description of how the social value being offered will be delivered** against each of the measures to **demonstrate** that they have **credible processes** in place to deliver what is being offered.
- Excellent descriptions will also provide information about internal **responsibilities**, future **partners**, resources and how the target will be **monitored**.
- This information is entered in the Description/Evidence Box on the form

2. Delivery Plan - Additional requirements for projects above £500,000 contract value threshold

A. Leadership and Resources: Responsibilities for delivery; Resources internal and external to deliver your offer; internal processes in the event that something goes wrong.

B. Method Statement: How will you measure and manage delivery; Data collection; Monitoring of the targets; Progress and improvement of the SV outcomes over the life of the project.

C. Engagement:
Engagement and collaboration with stakeholders; delivery partners; Engagement with VCSEs

TOMs calculator - Definition and Guidance Tab (NT5)

NT Ref	RE Ref	Measures	Definition	Target Guidance	Evidence Requirement	Unit Guidance	Proxy's Rationale
NT11	RE13	No. of hours dedicated to support young people into work (e.g. CV advice, mock interviews, careers guidance) - (under 24 y.o.)	This is the number of staff hours dedicated to individual or group employment support specifically for people under 24 years old. Units targeted or claimed within this Measure should not be double counted with other similar Measures including NT7.	Summarise your strategy for supporting unemployed people into work (including the number of staff hours to be spent and the number of people to be supported). Describe the activity/activities to be carried out and provide details of any partner organisations you will work with.	Specify number of sessions and for each session the duration, number of staff providing unemployment support and unemployed people supported. Describe the activity/activities delivered and provide details of any organisation partnered with. Information provided should be made compliant with data protection requirements (GDPR).	The number of hours reported should be calculated by multiplying the length of the session by the number of beneficiaries. For example, a 2-hour session attended by 8 unemployed people would be 16 hours, regardless of if the session is delivered by 1 person or 5 people.	Economic value to the individual. Based on a 2019 sample of 18 pricing points from 9 different companies offering cv advice and job interview coaching, either in one-to-one sessions or daily or half-day courses in small groups. An amber value has been allocated for robustness because of the sample size.

- **Definition**: This define the measure and clearly explains to the bidder what type of activity is being measured
- **Target Guidance**: guidance for bidder to better understand what information is expected for them at bid stage
- **Unit Guidance**: guidance on the unit, for bidder to be able to set their target accurately according to the framework

Quantitative assessment

- The Quantitative assessment is based on the **total £SV** submitted by the bidder *through* using the TOMs framework
- The bidder submitting the highest social value offer will be scored 100% for this section. All other bidders be scored in relation to the highest social value offer as follows:

$$\frac{\text{(Bidder's total Social Value offer)}}{\text{(Value of the highest Social Value offer from all bidders)}} \text{ X } 100\%$$

Qualitative assessment

The Qualitative assessment is submitted by the bidder *alongside* the TOMs framework (Council might use their own methodology)

Score	Classification
4	**Excellent -** Response is completely relevant and excellent overall. The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirements and provides comprehensive and clear details of how social value offers made will be delivered. The response provides a high level of certainty that the bidder will deliver their social value commitments.
3	**Good -** Response is relevant and good. The response addresses all requirements and is sufficiently detailed to demonstrate a good understanding and provides details on how the requirements will be fulfilled but includes some ambiguity or minor inconsistencies as to how social value offers made will be delivered. The response provides confidence that the bidder will deliver their social value commitments.
2	**Satisfactory -** Response is relevant and fair. The response addresses all requirements and demonstrates a fair understanding of the requirements but lacks details on how certain social value offers made will be delivered or contains some inconsistencies. Alternatively, the response fails to address all of the requirements. The response provides some concerns that the bidder will deliver the social value commitment.
1	**Poor -** Response is partially relevant but generally poor. The response addresses all requirements but contains insufficient/limited detail or explanation to demonstrate how the requirements (or any of them) will be fulfilled or contains major inconsistencies. Alternatively, the response fails to address the majority of the requirements. The response provides significant reservations that the bidder will deliver the social value commitment.
0	**Unacceptable -** No response submitted, or response fails entirely to demonstrate an ability to meet any of the requirements.

What does a good Social Value Submission look like?

NT5 - No. of 18+ y.o. employees (FTE) hired on the contract who are rehabilitating or ex offenders as a result of a recruitment programme

Quantitative submission : 2 people FTE (2 Full Time positions for a year)

Qualitative submission

- ADAPT YOUR RESPONSES TO LOCAL NEEDS - From a brief analysis of the local authority needs and priorities, it seems that crime is quite high in the boundaries of the council. We believe reintegrating ex-offender might be suitable for local needs
- DELIVERY - We are looking to fill 2 positions with ex-offenders – an administrative assistant for the contract and a construction worker. From previous experience and contact with charities working with ex-offenders, those position have been identified as most suitable.
- COLLABORATION - We will partner with a charity that supports ex-offenders getting back into employment, Bounce Back (https://www.bouncebackproject.com/). We will carry out interviews 2 months before the start of the contract, in partnership with Bounce Back.
- CONTINUITY AND MONITORING - Catch up meetings will be held between ourselves, the employees and Bounce Back to track progress and future opportunities after this contract finishes.

What to check for?

- Bidders should only report activities/offer social value that will be delivered **as a result of this contract**
- Bidders should read and **understand the units** (see unit guidance in the TOMs calculator)
- Make sure that you **understand how the buyer has defined 'Local'**
- Do not offer anything that is **already required as part of the core contract**
- Make sure that you only include committed local spend in your supply chain for **this contract**
- Check carefully for '**Double Counting**' and overclaiming
- Make sure you include the **baseline or benchmark** used for the relevant environmental measures
- Account for employment accurately (FTE, **Full Time Equivalent** and **annualised equivalent**)
- Provide good evidence of how you will deliver your social value offers

Time spent on Project FTE:	
Full time for 1 year	1
6 Months	0.5
3 Months	0.25
1 Month	0.083
1 Week*1	0.022

*Note: *1 - assumes 6 weeks of holiday*

Q&A and Panel Discussion

7th April 2020

Anna McChesney-Gordon
Sol Tannir
Cindy Nadesan

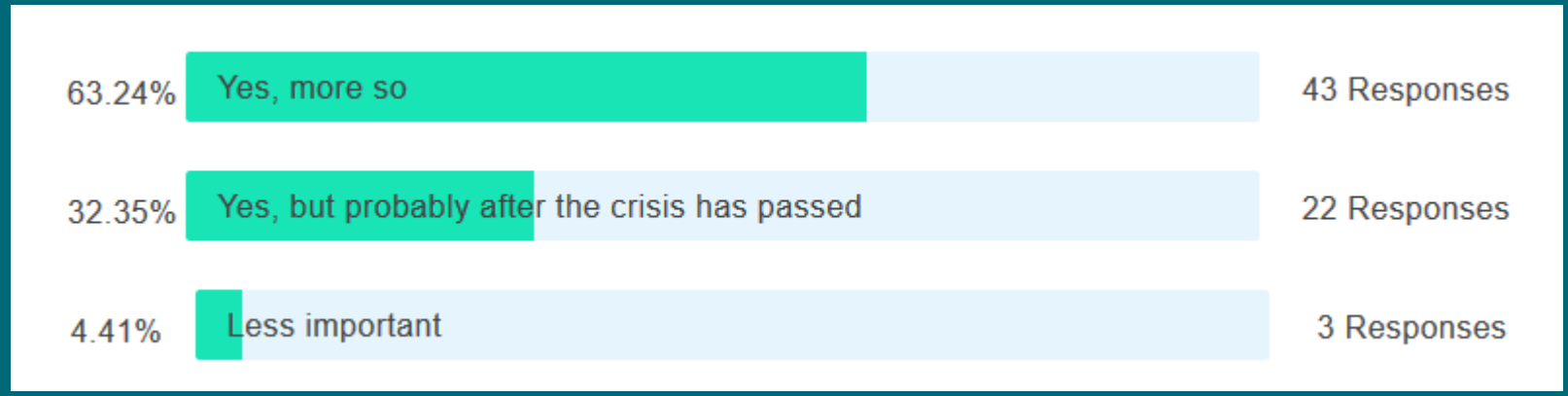
THE SOCIAL VALUE PORTAL

POLLS

ROUND 3

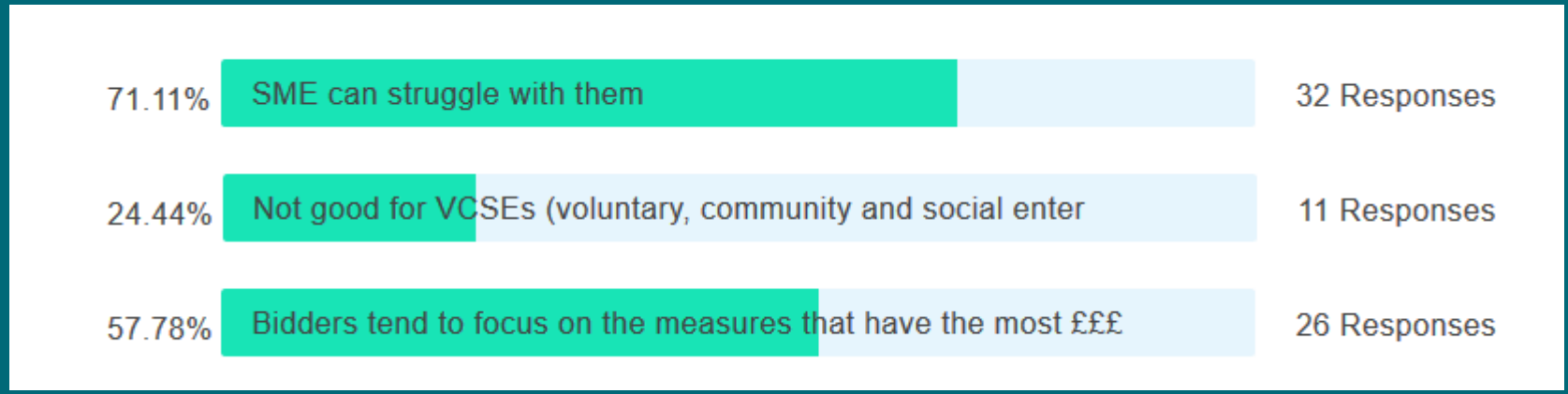
1. Does Social Value remain important during this time of crisis
2. What are the biggest challenges with using the TOMs
3. How could we improve the TOMs and their use?
4. The UK Govt. is proposing to have a similar TOMs system but only promoting a qualitative assessment – what do you think about this?

1. Does social value remain important during this time of crisis?



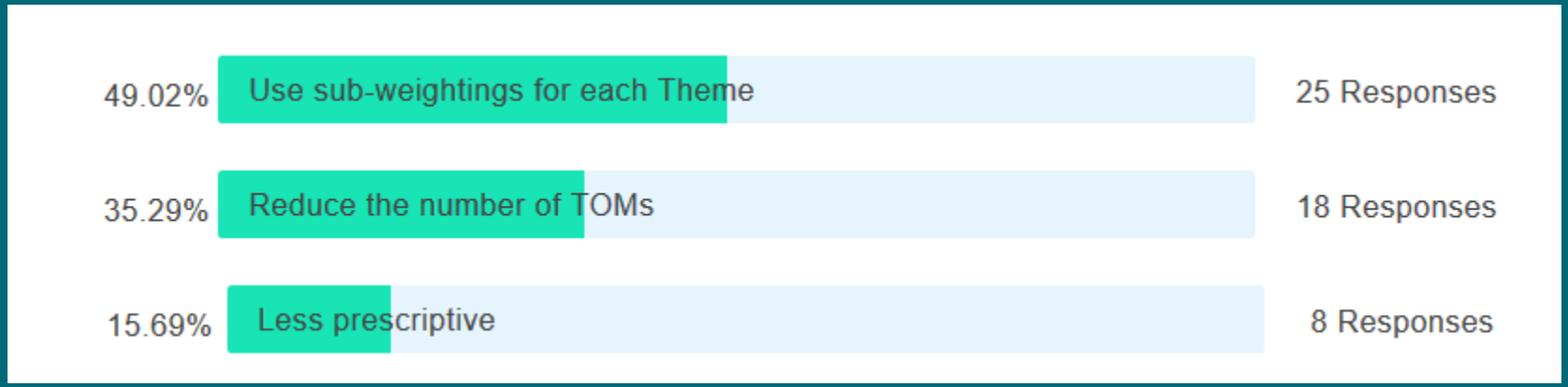
68 responses

2. What are the biggest challenges with using the TOMs? (Multiple answers applicable)



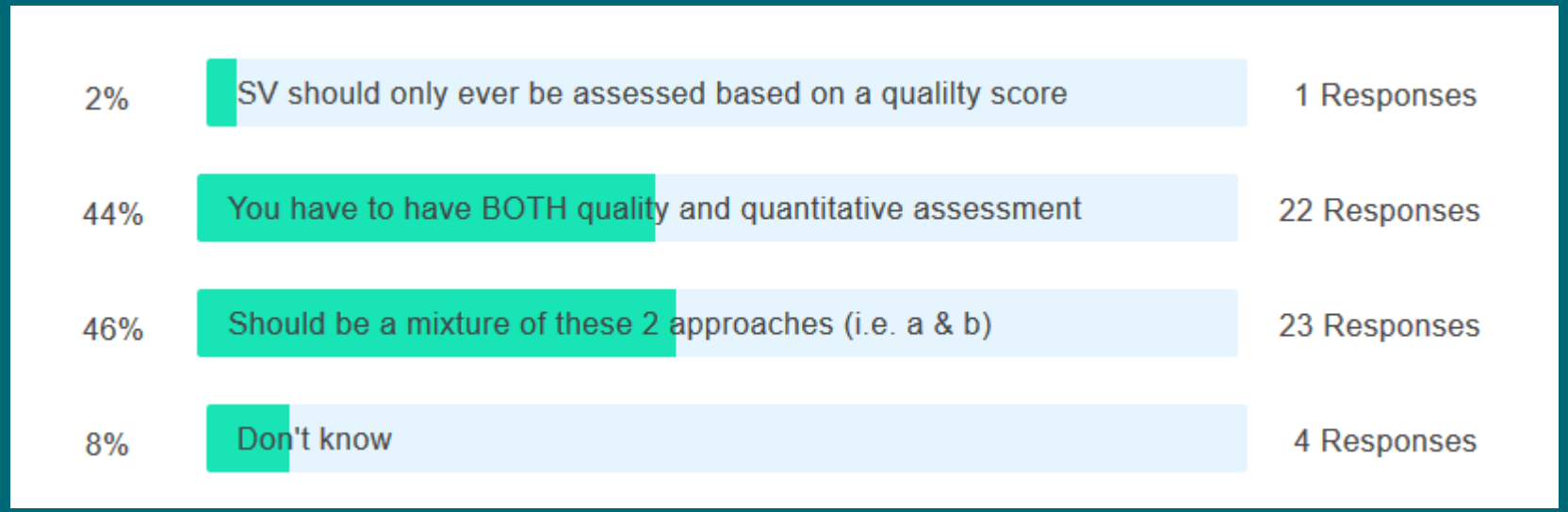
45 responses

3. How could we improve the TOMs and their use? (Multiple answers applicable)



51 responses

4. The UK Govt. is proposing to have a similar TOMs system but only promoting a qualitative assessment – thoughts?



50 responses

Panel Discussion

Guy Battle
CEO

Lise Rosat
Senior Advisor
TOMs Lead

Philipp Cyrus
Senior Researcher
TOMs Lead

Cindy Nadesan
Strategic Account
Manager

With Thanks

For more information contact

7th April 2020

Anna McChesney-Gordon

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Cindy Nadesan

THE SOCIAL VALUE PORTAL

Quantitative Submission – Understanding Social Value and Local Economic Value

The Quantitative assessment is based on the **total £SV (including Social and Local Economic Value)** submitted by the bidder

Social Value	Local Economic Value
Benefits to **society** as a whole	Benefits to a **specific area**

Social Value: Value created for the **whole of the society** (savings for the government, benefits for the society e.g. less crime, air pollution being reduce)

Local Economic Value: While increased local jobs and local spend result in **additional economic value locally**, this value *might* **displaced** rather than created as the jobs and that spend simply are being diverted from "elsewhere" (displacement), from one geographical area to another. **It does not therefore *necessarily* represent additional value for society (i.e. the UK) as a whole.**