



Introduction

In early 2020, a working group at Colas were tasked with procuring a Social Value calculation tool, to support our teams across the business. We conducted extensive market research, and consulted with our sister company Bouygues, who had enjoyed significant benefits since adopting the TOMs in 2020.

Through this process, our team identified the National TOMs as the “best in class” Social Value measurement/reporting tool. Social Value Portal’s team have supported us through all aspects of pricing, business case development and implementation, and we are already realising significant benefits across both pre-construction, and project delivery. The process of selecting our TOMs encouraged some vital conversations about our corporate priorities, and our clients have positive feedback on our new reporting capabilities.

- 1. A Prosperous Wales
- 2. A Globally Responsible Wales
- 3. A Resilient Wales
- 4. A Healthier Wales
- 5. A More Equal Wales
- 6. A Wales of Cohesive Communities
- 7. A Wales of Vibrant Shared Culture and Thriving Welsh Language

Wales is a key strategic market for Colas, particularly in relation for major civil engineering schemes, where there is an opportunity to leave a lasting legacy within the local communities that we work. Community Benefits are therefore a critical element of our approach, and we have worked to develop robust commitments aligned to the Wellbeing of Future Generations Act 2015 (WFGA).

Our Social Value Portal Advisor supported our team in quantifying these commitments through the National TOMs for Wales, which are a Social Value Measurement and Management Framework structured around 7 WFGA Goals. The framework provides set of Measures for each Goal to engage with different aspects of Social Value, in line with local or project needs and priorities. It aims to facilitate and improve social, cultural, environmental and economic well-being in Wales and allows for reporting against the national WFGA Well-Being Objectives. Whilst we sought to address all elements of the Act, our delivery model, and the social/economic profile of the region led to a particular focus on a number of key priorities. These were mapped to the Cymru TOMs, as illustrated below.

“SVP’s support, and the newly-released National TOMs for Wales were invaluable for the development of our offer. The mapping of the various measures against the 7 WGBFA 2015 goals helped provide confidence that our commitments accurately reflected the needs and objectives of the procuring authority. Furthermore, the TOMs proxy values provided our team with a compelling way of quantifying and presenting our commitments, which demonstrated a high level of SLEV.” Duncan Smith, Colas UK Projects.

Social and Local Economic Value Outcomes Beneficiaries



Theme	Outcomes	Direct Beneficiaries	Indirect Beneficiaries
	More people in employment	Local community, local authority	Local businesses
	Fair Work	Employees	Society
	Improved skills for people	Local community (esp. local pupils and local working age population)	Local schools, local businesses
	More opportunities for local	Local micro, small and medium sized business	Local community (esp. small organisations, other local
	Carbon Emissions are reduced	Society	Local community, Government (taxpayers)
	Green spaces and biodiversity are protected and enhanced	Society	Local community, Government (taxpayers)
	Creating a healthier community	Local Community (esp. vulnerable categories w.r.t. physical and mental health, or social isolation), local authorities and health services, emergency services	Government (taxpayers), esp. NHS
	Improving staff wellbeing	The workforce, businesses	The workforce’s communities
	More opportunities for disadvantaged people	Disadvantaged groups, government (hence taxpayers)	The communities of the people employed, society (e.g. through reduced crime)
	More support for target	Local community (esp. young people entering the world of	Government (taxpayers), local authority
	More working with the Community	Local community (esp. associations, citizens' groups), local authorities	Vulnerable individuals, volunteers from workforce, business
	The Welsh Culture is promoted	Local community	Local business