

National TOMs Wales

TOMs Cenedlaethol Cymru

The National Social Value Measurement Framework For Wales

(National TOMs Wales)

PART 2 - GENERAL GUIDANCE

Fframwaith Mesur Gwerth Cymdeithasol Cenedlaethol Cymru

(Fframwaith TOMs Cenedlaethol Cymru
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RHAN 2



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1.0 Introduction

In Wales, the term social value is in effect defined through the Well-being of Future Generations Act (Wales) 2015 (hereafter referred to as the “Wellbeing Act”) which requires public bodies in Wales to think about the long-term impact of their decisions, to work better with people, communities and each other, and to prevent persistent problems such as poverty, health inequalities and climate change. In England, the equivalent legislation is the Public Services (Social Value) Act 2012.

To make sure all public bodies are working towards the same purpose, the Wellbeing Act puts in place seven well-being goals and makes it clear that the listed public bodies must work to achieve all of the goals as a collective whole, as opposed to picking one or two.

Prosperous

An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

Resilient

A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).

Healthier

A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.



LLESIAENT
CENEDLAETHAU'R DYFODOL
WELL-BEING OF
FUTURE GENERATIONS

More Equal

A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).

Globally Responsible

A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Vibrant Culture and Thriving Welsh Language

A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

Cohesive Communities

Attractive, viable, safe and well-connected communities.

Across Wales, the Community Benefits Toolkit (pioneered by Value Wales) has also been used for a number of years to set targets and manage the delivery of additional local benefits.

The National TOMs Wales has been designed to support all buying organisations across the public and private sector. It supports them to build stronger and deeper relationships with suppliers and to deliver against the 7 goals of the Wellbeing Act and the Community Benefits Toolkit through a single measurement and management framework. This framework can be used in procurement, for benefits realisation and for reporting.

Whilst the role of the TOMs is to deliver against the Wellbeing Act, their genesis is from within local government so they inevitably reflect the specific priorities of local government buyers. However, as a framework they have been designed so that they may be easily adapted to meet the specific opportunities and needs of different sectors (e.g. construction, housing or health). As a result, a number of 'sector plug-ins' have been, and are being, developed to reflect sector-specific issues.

The use of the National TOMs Wales should not be limited to public sector buyers. Private sector organisations are also encouraged to adopt the TOMs for their own procurement and reporting purposes.

This document will help all organisations to apply the National TOMs Wales. It provides readers with a broad understanding of how organisations can use the framework to add value to communities and the local economy through progressive procurement. It also covers how the framework can be used to manage benefits realisation and monitor using reporting.

About this Document

This guidance describes the philosophy behind the National TOMs Framework. It includes the overarching rationale behind each measure and proxy value as well as how each measure should be used for procurement, measurement and benefits realisation.

The guidance is split into three parts:

Part 1: An overview and introduction to using the National TOMs, including what they are intended for and how they will be kept up to date and managed over time.

Part 2: A detailed description of how to use and apply the National TOMs for procurement or measurement, alongside guidance on collecting evidence for contract management and reporting.

Part 3: A full list of the National TOMs for Wales including proxy values, rationales and detailed descriptions.

Contributors

The National TOMs Wales are endorsed by the Local Government Association and have been the result of extensive consultation across local government over a period of 9 months. We would like to thank the following organisations that have contributed to the development of the National TOMs Wales:



1.0 Rhagarweiniad

Yng Nghymru, caiff y term ‘gwerth cymdeithasol’ ei ddiffinio mewn gwirionedd drwy Ddeddf Llesiant Cenedlaethau'r Dyfodol (Cymru) 2015 sy'n ei gwneud yn ofynnol i bob corff cyhoeddus yng Nghymru feddwl am effaith hirdymor eu penderfyniadau, gweithio'n well gyda phobl, cymunedau a'i gilydd, ac atal problemau parhaus fel tlodi, anghydraddoldebau iechyd a newid hinsawdd. Yn Lloegr, y ddeddfwriaeth gyfatebol yw Deddf Gwasanaethau Cyhoeddus (Gwerth Cymdeithasol) 2012 / y Public Services (Social Value) Act 2012.

Er mwyn sicrhau bod pob corff cyhoeddus yn gweithio tuag at yr un diben, mae Deddf Llesiant Cenedlaethau'r Dyfodol yn gosod saith nod llesiant ac yn ei gwneud yn glir bod yn rhaid i'r cyrff cyhoeddus a restrir weithio i gyflawni pob un o'r nodau fel cyfanwaith torfol, yn hytrach na dewis a dethol un neu ddau.

Llewyrchus

Cymdeithas arloesol, gynhyrchiol, carbon isel sy'n cydnabod y terfynau sydd ar yr amgylchedd byd-eang ac sydd, o ganlyniad, yn defnyddio adnoddau mewn modd effeithlon a chymesur (gan gynnwys gweithredu ar newid yn yr hinsawdd); ac sy'n datblygu poblogaeth fedrus ac addysgedig mewn economi sy'n cynhyrchu cyfoeth ac yn cynnig cyfleoedd cyflogaeth, gan ganiatáu i bobl fanteisio ar y cyfoeth a gynhyrchir drwy gael gafael ar waith addas.

Cydnherth

Cenedl sy'n cynnal ac yn gwella amgylchedd naturiol bioamrywiol gydag ecosystemau iach gweithredol sy'n cynnal cydnherthedd cymdeithasol, economaidd ac ecolegol ynghyd â'r gallu i addasu i newid (er enghraifft newid yn yr hinsawdd).

Iachach

Cymdeithas lle mae llesiant corfforol a meddyliol pobl crystal â phosibl a lle deallir dewisiadau ac ymddygiadau sydd o fudd i iechyd yn y dyfodol.



**LLESIANT
CENEDLAETHAU'R DYFODOL
WELL-BEING OF
FUTURE GENERATIONS**

Mwy Cyfartal

Cymdeithas sy'n galluogi pobl i gyflawni eu potensial ni waeth beth fo'u cefndir neu eu hamgylchiadau (gan gynnwys eu cefndir a'u hamgylchiadau cymdeithasol-economaidd).

Cyfrifol ar lefel fyd-eang

Cenedl sydd, wrth iddi wneud unrhyw beth i wella llesiant economaidd, cymdeithasol, amgylcheddol a diwylliannol Cymru, yn ystyried a allai gwneud peth o'r fath gyfrannu'n gadarnhaol at lesiant byd-eang.

Diwylliant bywiog lle mae'r Gymraeg yn ffynnu

Cymdeithas sy'n hyrwyddo ac yn gwarochod diwylliant, treftadaeth a'r Gymraeg ac sy'n annog pobl i gyfranogi yn y celfyddydau, a chwaraeon a gweithgareddau hamdden.

Cymunedau Cydlynus

Cymunedau atyniadol, hyfyw a diogel sydd â chysylltiadau da.

Ar draws Cymru, mae'r Pecyn Cymorth Buddion Cymunedol a arloeswyd gan Werth Cymru hefyd wedi'i ddefnyddio ers nifer o flynyddoedd i osod targedau a rheoli'r gwaith o gyflawni buddion lleol ychwanegol.

Mae TOMs Cenedlaethol Cymru wedi'u llunio i gefnogi pob sefydliad sy'n prynu, ar draws y sectorau cyhoeddus a phreifat, i greu perthnasau cryfach a dyfnach gyda chyflenwyr a chyflawni saith nod Deddf Llesiant Cenedlaethau'r Dyfodol a'r Pecyn Cymorth Buddion Cymunedol drwy Fframwaith Mesur a Rheoli unigol y gellir ei ddefnyddio wrth gaffael, er mwyn gwireddu buddion, ac wrth adrodd.

Er mai rôl TOMs yw darparu deilliannau yn erbyn Deddf Llesiant Cenedlaethau'r Dyfodol, o lywodraeth leol maen nhw'n tarddu ac felly mae'n anochel eu bod yn adlewyrchu blaenoriaethau penodol prynwyr llywodraeth leol. Fodd bynnag, fel fframwaith, maent wedi'u llunio fel y gellir eu haddasu'n hawdd i ateb cyfleoedd ac anghenion penodol gwahanol sectorau (er enghraifft adeiladu, tai neu iechyd) ac o ganlyniad mae nifer o 'addasiadau sectoraidd' naill wedi'u datblygu neu yn cael eu datblygu i adlewyrchu materion sy'n benodol i bob sector.

Ond ni ddylid cyfyngu'r defnydd o TOMs Cenedlaethol Cymru i brynwyr yn y sector cyhoeddus ac anogir sefydliadau yn y sector preifat i fabwysiadu'r TOMs at eu dibenion caffael ac adrodd eu hunain.

Bydd y ddogfen hon yn helpu pob sefydliad i gymhwyso TOMs Cenedlaethol Cymru a bydd hefyd yn darparu dealltwriaeth eang i ddarllenwyr o'r ffordd y gall defnyddwyr TOMs ddefnyddio'r fframwaith i ychwanegu gwerth i gymunedau a'r economi leol drwy arferion caffael blaengar a sut gellir defnyddio'r fframwaith i reoli a monitro'r gwaith o wireddu buddion ac adrodd arnynt.

Cefndir y ddogfen hon

Mae'r Arweiniad hwn yn disgrifio'r athroniaeth sy'n sail i Fframwaith y TOMs Cenedlaethol gan gynnwys y rhesymeg gyffredinol tu ôl i bob Mesur a Gwerth Procsi a ddefnyddir, yn ogystal â sut dylid eu defnyddio wrth gaffael, mesur ac i wireddu buddion.

Mae tair rhan i'r Arweiniad:

Rhan 1: Trosolwg a chyflwyniad i ddefnyddio'r TOMs Cenedlaethol, bwriad eu defnydd a sut y cânt eu cadw'n gyfoes a'r dull o'u rheoli dros amser.

Rhan 2: Disgrifiad manwl o sut i ddefnyddio a chymhwyso'r TOMs Cenedlaethol i gaffael neu fesur, ochr yn ochr ag arweiniad ar gasglu tystiolaeth ar gyfer rheoli contractau ac adrodd.

Rhan 3: Rhestr lawn o TOMs Cenedlaethol Cymru gan gynnwys gwerthoedd procsi, rhesymeg a disgrifiadau manwl.



2.0 The National TOMs Wales Social Value Calculators

2.1 Overview

The Social Value Calculator for the National TOMs Wales has been designed to allow organisation and their suppliers to measure, procure and report on social value. It may also be used by private sector organisations to prepare bids where the contracting authority does not have their own specific solution.

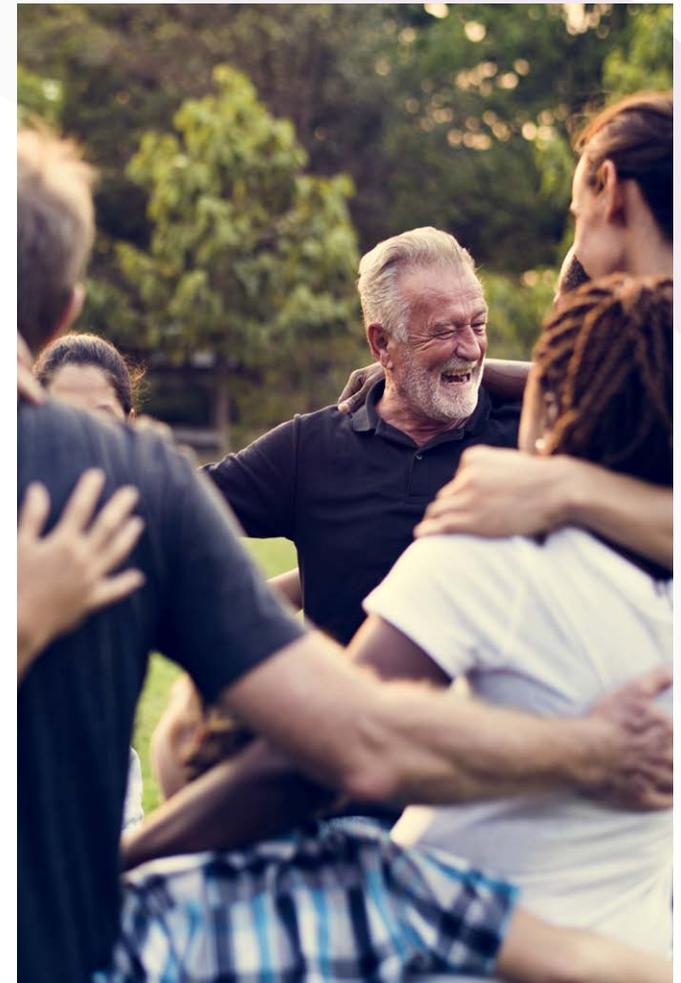
[Welsh public sector will be provided with a comprehensive calculator in spreadsheet format and private sector organisations can access an online version at no cost.](#)

The On-line Calculator includes the full Minimum Reporting set of the National TOMs Wales and includes a procurement and measurement calculator, as well as the ability to integrate stakeholder needs and priorities and feedback through prioritisation and attribution at Measure level.

This tool functions as a preview of how the National TOMs Wales can be used for project or organisational social value measurement and management. It can also be used to input data or measurements for procurements or measurements for projects that use the Minimum Reporting set.

There are two calculators included within the on-line tool

- **The Social Value Procurement Calculator** – designed to enable procuring bodies to shape their social value tender requirements to align with their Social Value strategy and stakeholders' views on what matters, by reflecting local priorities and ensuring relevant proxies take account of local conditions.
- **The Social Value Measurement Calculator** – designed to provide all the functionalities that can contribute to effective social value measurement during or after delivery.



2.2 The Social Value Procurement Calculator

General Principles

The Social Value Procurement Calculator has been designed to allow procuring organisations to embed social value into their procurement processes by allowing bidders to calculate the financial value of their social value proposals. This is important as it allows a procuring organisation to compare different bids offering different solutions in an open and transparent manner and according to their evaluation matrix. Procuring bodies should always request a detailed method statement alongside the social value offer to ensure the bidder has considered how they will deliver against their pledges. (see Part 1 Case Studies).

Engaging with stakeholders and embedding priorities

The Social Value Procurement Calculator is designed to enable procuring bodies to shape their social value tender requirements to align with their Social Value strategy and stakeholders' views on what matters, by reflecting local priorities and ensuring relevant proxies take account of local conditions.

The Calculator should be used together with the Definitions and Guidance for the National TOMs Measures, provided in Part 3 Table 3. The Definitions and Guidance provide detail that is essential for a shared understanding of the boundaries of what is being measured and the composition of each Unit of measurement and Proxy design. The Definitions and Guidance need to be adhered to rigorously by all organisations participating in the procurement process, or the risk of non-comparability and a reduction in rigor and replicability between proposals will occur.

Prioritisation - why and when

The National TOMs Wales offer a “menu” or a long list of Measures which are the product of detailed work by the Taskforce and the subject of extensive consultation. By definition, the National TOMs are generic in nature. One way in which procuring bodies can tailor the National TOMs Wales to meet local needs is by prioritising certain Measures as part of the tender process.

Delivering social value is about understanding the needs of specific stakeholders or communities and developing a targeted approach based on that understanding. In order to build meaningful valuation tools, it is therefore important to engage with these stakeholders to understand what really matters to them, and their priorities across a range of different Outcomes and Measures.

The Procurement Calculator allows priorities to be built into social value target-setting by weighting Measures. This creates a lever to steering bidders towards the Measures that the client considers to be most urgent. Where a prioritisation approach is adopted by a procuring authority, it should be made clear to bidders that this is being done, and the differences from the standard National TOMs should be clearly highlighted.

This should function solely as a bid selection mechanism. Any weightings used during procurement should not be retained once social value delivered is being measured – this would distort the results and make them incompatible with other projects applying the National TOMs.

The transition from a weighted set of National TOMs in procurement to an unweighted set for measurement is built into the TOMs for Wales Calculator, and it does not require a re-evaluation or resetting of the Calculator, provided the appropriate process is followed.

How to prioritise

The prioritisation of certain Measures can be determined by the procuring authority itself or through a consultative co-design involving stakeholders.

Where stakeholders are involved directly in prioritising Measures, this offers the potential to reflect the needs of the ultimate beneficiaries more closely in the bid requirements. One of the tools available to integrate stakeholder engagement in the design and deployment of the TOMs is a 'Social Value Community Charter'. A Charter allows communities to come together to identify needs, opportunities and degrees of urgency, and then co-deliver solutions with the help of other stakeholders, including public sector bodies, businesses and third sector and civil society organisations.

Embedding Priorities at the Procurement stage

Prioritisation occurs in the Calculator at the Measures level. Where Priorities are defined in terms of Outcomes, these then need to be then translated into prioritised Measures, based on the Social Value Policy. The Calculator allows prioritisation to be applied in two ways.

The first approach – denoted as “prioritisation by level” in the Calculator - is intended for circumstances where the authority itself has determined the relevant priorities. This is the application of a 1 to 3 weighting corresponding to Normal, High and Very High priority respectively. Within the Calculator, this applies a simple numerical multiplier, so that the Social Value Proxy in a measure denoted Very High will be multiplied by 3. Using this approach, aggregate tendered social value results will be higher than their measured equivalents.

The second approach, – denoted as “prioritisation by percentages” - is designed to fit with a broader engagement process where participants are asked in a consultation exercise about the urgency or importance of each Measure. The % of respondents stating that a given Measure is a priority would translate into a weighting¹. Using this approach, aggregate tendered social value results will also be higher than their measured equivalents.

The Calculator normalises weightings so that both approaches, prioritisation by levels and by percentages, will result in the same range of multiplier effect (i.e. a maximum of 3 times the base value).

Localised Proxies

Certain Proxy Values are designed to measure or monetise social impact for a defined locality, so they need to be localised and registered in the Procurement Calculator. The tool provides indications for each of these proxies on how to retrieve the source data, or what are the available methodologies to localise the proxy. Key issues that need to be considered are as follows:

- **Locality and Industry setting** - A definition of the reference local area is essential for Measures such as the value of creating jobs for the local community and increasing opportunities for local businesses or local third sector and civil society organisations. This definition may vary depending on the purpose and the owner of the analysis. For Local Authority contracts, the local area should be defined by the Local Authority boundaries, although groups of authorities with combined economic and social strategies may wish to apply a wider regional boundary. For other contracts where the relevant economic, social and environmental geography spans more than one local authority, multiple adjacent authorities could be specified. Alternatively, when a natural specific location for the project can be identified (e.g. a construction site), a 10-20-30 mile radius from the project location can be used.
- **Evidence needs to be collected to justify the “local” characteristics of an intervention or an initiative.** For instance, where a radius from a single point defines “local”, it will be necessary for the measurement of local jobs to collect the first half of the post code for the residence of the local people employed. In collecting such data, care must always be taken to comply with current data protection law. Whenever social value is embedded in the procurement process, a clear and consistent definition of the local area should be employed throughout the tender process.

¹Specifically, a prioritisation of x% would translate into a weighting of $1 + (2x/100)$, so that setting 0% would translate into a weight of 1, and setting 100% would translate into a weight of 3.

2.3 The Social Value Measurement Calculator

General Principles

The Social Value Measurement Calculator has been designed to provide all the functionalities that can contribute to effective social value measurement during or after delivery.

It should be used together with the list of Evidence Requirements provided in the National TOMs Wales Online Calculator demo or the Welsh Government spreadsheet, and included in this document in Part 3 Table 6: Target Guidance and Evidence Requirements. The Evidence list provides guidance on how delivery of each Measure should be evidenced.

Additional Multipliers

The Social Value Proxies provided in the National TOMs can be combined with additional multipliers based on primary data from the project, whenever these are directly related to the project or contract and can be shown to be robust.

The Calculator can, for instance, incorporate SROI multipliers that measure the impact of initiatives aimed at reducing crime; tackling homelessness; engage people in health programmes or supporting vulnerable people to build stronger community networks. We recommend that any additional multiplier measuring impact is determined by involving stakeholders, and following the Seven Principles of Social Value as stated by Social Value UK (see Bibliography).

Similarly, when an alternative local economic multiplier has been determined specifically for the project - e.g. an LM3 multiplier - this can be used to replace the standard local multiplier provided in the National TOMs.

- It should be noted that, since default local multipliers are based on GVA Multipliers, an industry must be selected to assess the value to the local area of “local” spend.

Attribution

One of the key principles of social value is to avoid ‘over-claiming’. Frequently, an identified intervention is a partial contributor to an outcome. The Social Value Measurement Calculator allows users to address the question of how much benefit can be claimed by identifying what percentage of the final value for the beneficiaries can be attributed to the delivery of a specific Measure. Attribution has been embedded in the Measurement settings (e.g. through the choice of the Units used) or in the Proxies whenever possible. In some cases, further detailed work is required to determine a robust level of attribution. For instance:

- There might have been other interventions besides the Measure itself that have resulted in the value created (e.g. crime has been reduced in the area, but a new anti-crime strategy has been implemented by the local authority at the same time as the Measure to reduce crime itself). An assessment of how much the Measure has contributed to the observed change in Outcomes should be included;
- An investment has been made which can only partially be linked to the project or contract in questions – because, for instance, the geographical range for the project is a subset of the one for the investment and part of the investment has therefore gone elsewhere. A relevant example would be social value delivered as a result of procurement framework commitments which span more than one local authority area. An assessment of what share of the overall investment has directly contributed to the observed change in Outcomes in the relevant geographical area should therefore be included;
- An investment has been made in partnership with other organisations, so that an assessment of the relative contribution should be made when claiming the value of the observed impact.

3.0 Proxy Values

Methodology

The National TOMs Wales social value proxies (the Proxy Values) are developed from adaptations of cost benefit analysis and appraisal techniques as outlined in the HM Treasury Green Book and other relevant public-sector guidelines (See Bibliography). In technical terms, the Proxy Values provide a valuation of “non-market goods and services” and the National TOMs approach aims to be consistent with the relevant techniques outlined in these guidelines.

Nevertheless, it is important to recognise that some of these techniques have to date only been developed and validated to a relatively limited extent, and that relevant data available to support their application can also be limited.

In order to give users an indication of the robustness and reliability of each Proxy Value, the Toolkit includes a categorisation in terms of Proxy Type (that is, whether the Proxy Value is an input, output, outcome or impact), together with a high level assessment of its robustness (in the form of a “red-amber-green”, or RAG categorisation). The ideal Social Value Measurement Tool would include only outcome and impact proxies that are assessed as being very robust (Green). This presupposes a level of empirical evidence for social value that does not yet exist and in practice, proxies are not always able to meet this threshold – either because valuing or monetising techniques are still being developed and tested, or because of limited data availability. As a result, we use a combination of different types of Proxy Value, while tracking the robustness of the resulting measurement.

Localising proxies

Some of the proxies capture the Social Value created for the local community. What exactly “local” means will vary and is interchangeable with the term ‘targeted’ meaning a way of describing a geographical area. Definitions commonly in use include:

Definition	How used
Local authority area	Typically used by local authorities who have a very specific definition of local
Local in terms distance from the project or site (e.g. 5, 15 or 30miles radius)	Typically used by private sector organisations who are not limited by defined boundaries
Targeted areas of high deprivation which may be unrelated to distance from buying authority	Typically used by public sector buyers who are regional or national and where it is not possible to define ‘local’.
Sub-areas	Used to signpost specific portions of the main local area where the procuring or reporting organisation wants so specifically signpost or report (e.g. on local jobs or spend). These could be e.g. areas of higher deprivation.

By definition, these proxies will need to be tailored to suit the chosen definition of “local”. In some cases - for example local jobs - a link to the source dataset has been provided, and the relevant Proxy Value can be retrieved. In other cases – for example, local spend, there is no ‘off the shelf’ solution to compute local multipliers, and specific guidance should be followed. The default methodology for the National TOMs is based on Type I GVA Multipliers, that are localised based on GVA levels. This can be supplemented by primary research methodologies on a case by case basis, such as the LM3 methodology, which can be included in the analysis.

Additionality and deadweight

Proxy Values within the National TOMs Wales are aiming to estimate additional value created. One of steps that are required to identify additionality is factoring in the deadweight. Deadweight refers to the proportion of the calculated proxy value that would have occurred without the intervention of the Measure. It outlines the baseline scenario from which additionality can be identified. Where possible the social value Proxies incorporate an element of default deadweight. This is calculated based on the Measure' Definition and Guidance and can generally be applied to all interventions that qualify for a given Measure. Default deadweight values are specified in Part 3 Table 5: Proxies and Rationale. The ability to make general assumptions about deadweight will vary by measure and by project. Whenever robust primary data from the project or programme is available, it should be used as a substitute for default deadweight figures.

Do I always need to apply deadweight?

Whether deadweight should be applied or not in the context of social value measurement largely depends on the purpose and the owner of the analysis. When a business is measuring social value, the baseline scenario is the 'business as usual' scenario, or what would have happened as a result of ordinary business operations (e.g. - Where would the typical business in the industry source suppliers from, or jobs? Who would the typical business hire?). When a third sector or civil society organisation is measuring social value, it is more likely that the entirety of its interventions has a primary social purpose, hence deadweight might not be relevant - as the intervention would simply not have happened otherwise.

Proxy types & robustness

Proxy type categories have been developed to clarify what component of value each proxy captures. The underlying assumption is that each Measure's intervention can be described by a Theory of Change model that identifies the Inputs, Outputs, Outcomes and Impacts of the intervention, and the relationships between those. The TOMs use the most robust proxies available that capture the broader impact on direct beneficiaries, local communities and society at large. A RAG robustness assessment has been undertaken by SVP to capture how established the adopted valuing methodology is, the size of the underlying data sample and how regularly updated the data is. Robustness assessments are available upon request by SVP.

Rationale, sources and stakeholder analysis

For each of the Social Value Proxies a rationale is provided in Part 3 - Table 5. The Rationale is based on an analysis of the theory of change model for the Measure. Specifically, each is tagged with a proxy type to indicate whether the social value captured relates to the input invested in the intervention (e.g. funds or time donated), the outputs (the resulting good or service provides to the beneficiary), the Outcomes (direct and immediate consequences from the Measures – e.g. increased wages and reduced costs for the NHS), or the impacts (broader long-term wellbeing consequences to the direct beneficiaries, and their related communities). For more detailed definitions of the different proxy types see the Glossary.

While input and output proxies provide values that are more easily verified and therefore more robust, they usually reflect a limited component of the overall value generated for stakeholders. Outcome and impact proxies capture a progressively larger share of the value generated by the Measure. Ideally, only impact and outcome proxies should be included, but it is sometimes necessary to revert to output or input proxies when there is not an established methodology or a sufficient database to generate the former without knowing the specifics of the project.

4.0 Social Value Reporting

Social Value Reporting using the National TOMs should be consistent with the following seven principles:

1. Only results based on the exact Measures, Units and Proxies included in the National TOMs Wales should be reported within a National TOMs Measurement framework. See Part 3.
2. Comparison of results between different projects or programmes should be made on an unweighted basis (that is without factoring in prioritisation weightings that might differ across projects).
3. Measures with Proxies that only reflect local economic value should be reported separately from Social Value where no project specific of additionality (deadweight, leakage, displacement) has been included – understanding the difference is particularly relevant for business (see Part 3 Table 8: Reporting - Social Value and Local Economic Value).
4. Delivering social value is ultimately about enabling change. Users of the National TOMs Wales should be reporting social value in terms of progress against benchmarks, baselines or targets.
5. Time changes the impact of social value interventions. It is important to keep involving stakeholders to understand what matters and has what changed for them. Reporting should include which stakeholders have been involved and how.
6. Only results that can be supported by evidence should be reported.
7. The numbers don't tell the whole story. Important social value effects should be recorded, even if they cannot at this stage be converted to a monetary equivalent.

