

Social Value  
**Conference**  
2023

Presented by



In conjunction with



# Social Value 101

Tuesday 13 June  
14:00 GMT

Building the Foundations

**#SVC23**

# Panel



**Lorraine Cox**  
*Director*  
*STAR Procurement*



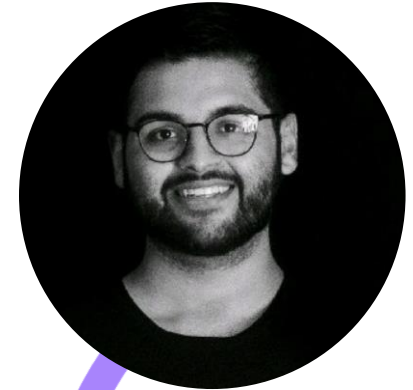
**Joanna Dahlgren**  
*Head of Social Value & SROI*  
*London Borough of Waltham Forest*



**Sarah Lambshead**  
*Strategic Social Value Lead*  
*Faithful+Gould*



**Nikki Rowbottom**  
*Senior Consultant*  
*7 Step Solutions*



**Sol Tannir**  
*Strategic Account Manager*  
*Social Value Portal*



## **Social Value Case Studies London Borough of Waltham Forest**

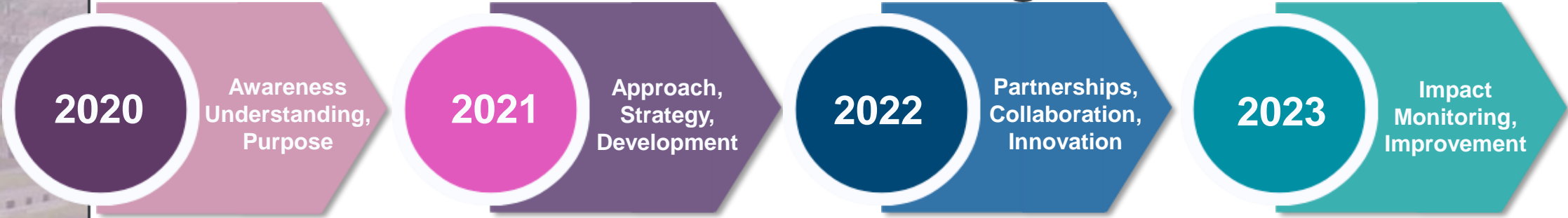


**Joanna Dahlgren**

**Head of Social Value & SROI, London Borough of Waltham Forest**



# THINK IMPACT – THE ROLL OUT OF SOCIAL VALUE IN WALTHAM FOREST



2020

Awareness  
Understanding,  
Purpose

2021

Approach,  
Strategy,  
Development

2022

Partnerships,  
Collaboration,  
Innovation

2023

Impact  
Monitoring,  
Improvement

## PRIORITIES

## PARTNERSHIPS

## MEASURE THE IMPACT

- Partnership with SV Portal & National TOMs
- 10% SV Weighting
- Public Service Strategy
- Dedicated SV function – ROI

- WF SV Framework & Golden TOMs
- Social Value Policy 2021-2025**
- Investment in Social Value Team

- Environmental Measures
- TROI Single Reporting Framework
- SVMI

- Social Impact Report 2020-2022
- Social Value Annual Statement
- Social Value Toolkit
- SV in Planning

# WALTHAM FOREST SOCIAL VALUE PROCESS FLOW CHART



**A DESIGN – PRE PROJECT PHASE**  
Project concept – Design & Engineering  
Notification & Consultation

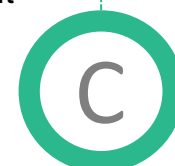
**B COMMISSIONING (Defined Approach)**  
Protocol development and Commissioning  
SCB & Tiered Approach – tender £



**Enabling Community Benefits Through Added Value**

**C CONTRACT MANAGEMENT – EXECUTION**  
Project Execution Reporting & Performance Management  
Support for Contract Directors & Suppliers

**D PROCUREMENT**  
Implementation & Governance Approach  
Tendering & Quotation Evaluations – Contract award  
Enhanced support throughout procurement cycle





# TOTAL RETURN ON INVESTMENT - SINGLE REPORTING FRAMEWORK

**PRIORITIES**  
2019 - 2020

**£42k**  
SOCIAL VALUE DELIVERED

SV Embedded in Procurement – Construction

**COLLABORATION**  
2020 - 2021

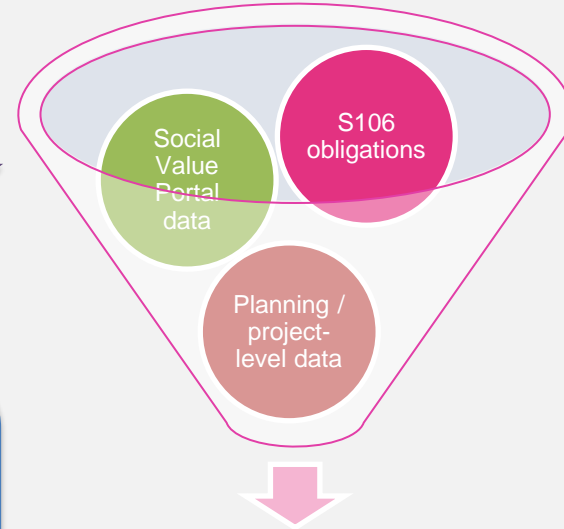
**£7.7m**  
SOCIAL VALUE DELIVERED

SV Embedded in Procurement & Commissioning

**INNOVATION**  
2021 - 2022

**£29m**  
SOCIAL VALUE DELIVERED

Impact Monitoring across Capital Delivery, S106 & SV



**Capital Portfolio- Level Impact Monitoring**



# ● SOCIAL VALUE - DELIVERED OUTCOMES



**CONNECTING PEOPLE  
WITH JOBS  
£27,812,226**

**LOCAL EMPLOYMENT  
621 SUSTAINABLE JOBS  
APPRENTICESHIPS  
5,709 WKS  
WORK EXPERIENCE  
548 WKS**



**CONFIDENCE IN OUR  
FUTURE  
£685,273**

**CAR MILES SAVED  
6,811 MILES  
WASTE REDUCTION  
7,233 TONNES  
CARBON REDUCTION  
379 TCO2E**



**SAFE AND HEALTHY LIVES  
£709,864**

**VOLUNTEER HOURS  
6,382 HOURS  
VCSE SPEND  
£497,513  
COMMUNITY SUPPORT  
£769,730**



**OUR 15 MINUTE  
NEIGHBOURHOOD  
£7,166,059**

**LOCAL SPEND  
£11,485,558  
EXPERT HOURS  
6,190 HRS  
MSME SUPPORT  
£16,800**

# Project Case Studies





# Social Value – Construction Phase – Transformation of EMD Cinema into the Soho Walthamstow Theatre

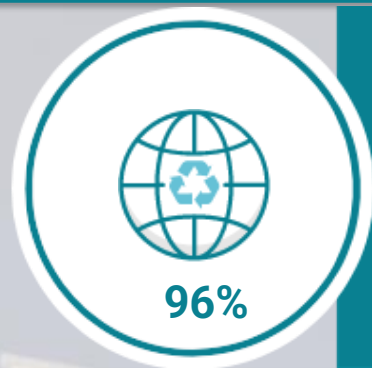


CONTRACT VALUE **£18m**

CONSTRUCTION PHASE



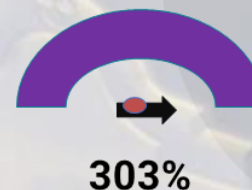
Social & Local Economic Value  
Committed : £2.16m  
Delivered: £6.54m



## Environmental Benefits

Biodiversity Carbon Offset  
96% demolition waste diverted from landfill.

## PROGRESS AGAINST TARGETS



## Soho Theatre Walthamstow to 'soft launch' in November

© 21 April, 2023 12:43 pm 3 Min Read

Both the expected benefit and cost of opening the theatre have increased by millions since plans were first made

By Victoria Munro



## PROMOTING LOCAL EMPLOYMENT

Jobs Opportunities  
Committed: 14  
Delivered: 71



Work Placements  
& Training  
Committed: 25  
Delivered: 18



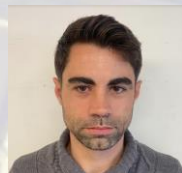
Virtual Work  
Experience for young  
people  
Committed: 12,000 Hrs  
Delivered: 2,000 Hrs



Innovative Measures  
– Community Support  
Events  
Committed: £1,000  
Delivered: £13,150



## EMPLOYMENT CASE STUDIES

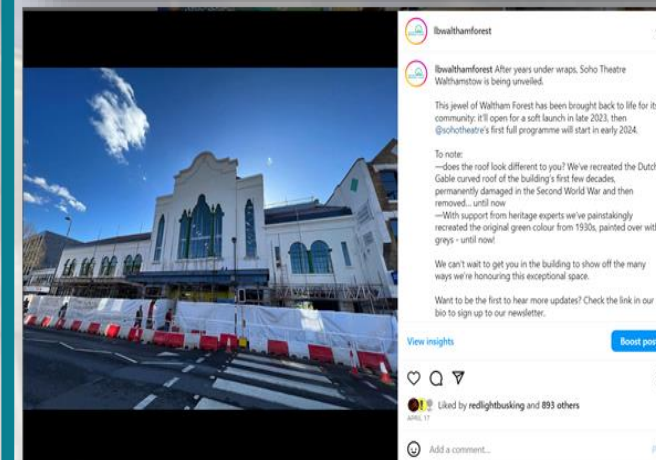


**Fabio Freire:** Fabio was unemployed for over 12 months before enrolling to participate in the Building Lives Academy. He truly has enjoyed the experience and has spoke very highly about the programme. He has found employment with property services company in south west London.

**Gerardina Sarcone:** Gerardia was unemployed for six months before enrolling onto the BLA programme. She credits the coaching & mentoring parts of the programme and the networking with constructions professionals – and say that is what helped her to overcome multiple barriers. She has registered with Construction agency and found work locally in WF.



**Joshua Opoku:** says that the course help him to plan, stay focused, create professional CV. He highly credits the interview techniques and the mock interviews that were part of the programme. The BLA programme connects the participants not only with WDI but also their supply chain and partners. The real value for Josh in this programme was not just finding the employment but opportunity and an structure to progress forward. Joshua hand been unemployed for over 12 months before the Building Live Academy. After completing the course and achieving his certificates and CSCS card he obtain work with a local provider.



# Social Impact generated in addition to SV committed at tender stage



## KEY ACHIEVEMENTS

SV COMMITMENT: £2.1M

ADDITIONAL SV GENERATED: 151.2% PROGRESS

SV DELIVERED: £6.4M

18.1% OF CONTRACT VALUE (MEASURED ON INITIAL CONTRACT COST £18M)



**Building Lives Academy Legacy**

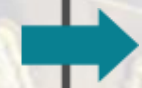
27th June - 1st July



27th June - 1st July



1st - 12th August



**Langthorne Park**

- Cleaning of disused kitchen and disposal of appliances
- New kitchen + all APP installed
- Clearing the area around the amphitheatre
- Creating of planters for fruit and vegetable growing

**Outset Centre**

- Created a covered area with seating
- Added a mural to the brick wall
- Created a sports area
- Redecoration of the gaming room
- New tables and chairs provided for the health facilities.

**Lime Academy**

- Wheelchair access is required throughout
- High- and low-level planters
- Area for chickens and ducks
- Area for further livestock
- Sensory garden
- Benches/seating areas



# Social Value – Waltham Forest Lido – Low Hall Lido Project



Tate+Co will be creating positive, lasting social impact that embeds within the ethos of each of these organisations and as a single consortium. The Low Hall Lido Project presents an opportunity to collaborate with LBWF and the diverse Waltham Forest local community to create a tailored and well-considered approach to social value that surpasses the project brief.

## Social Value Advisory Service

Providing pro-bono social value advice to develop a social value strategy for the entire project. Our advisory method will utilise the Social Value Approach framework based on prior experiences with clients, such as the British Library and Kings College London.

## Sustainable Design workshop led by Tate+Co

Hosting 'Sustainable Design' workshop for young people over 18 years old, also in collaboration with the LBWF Young Advisors or ThinkFOUNDATION.

## Creative Design workshop by Walala Studios

Recognising the crucial role creative education and expression plays in empowering communities and improving the health and wellbeing of citizens by providing a positive outlet.

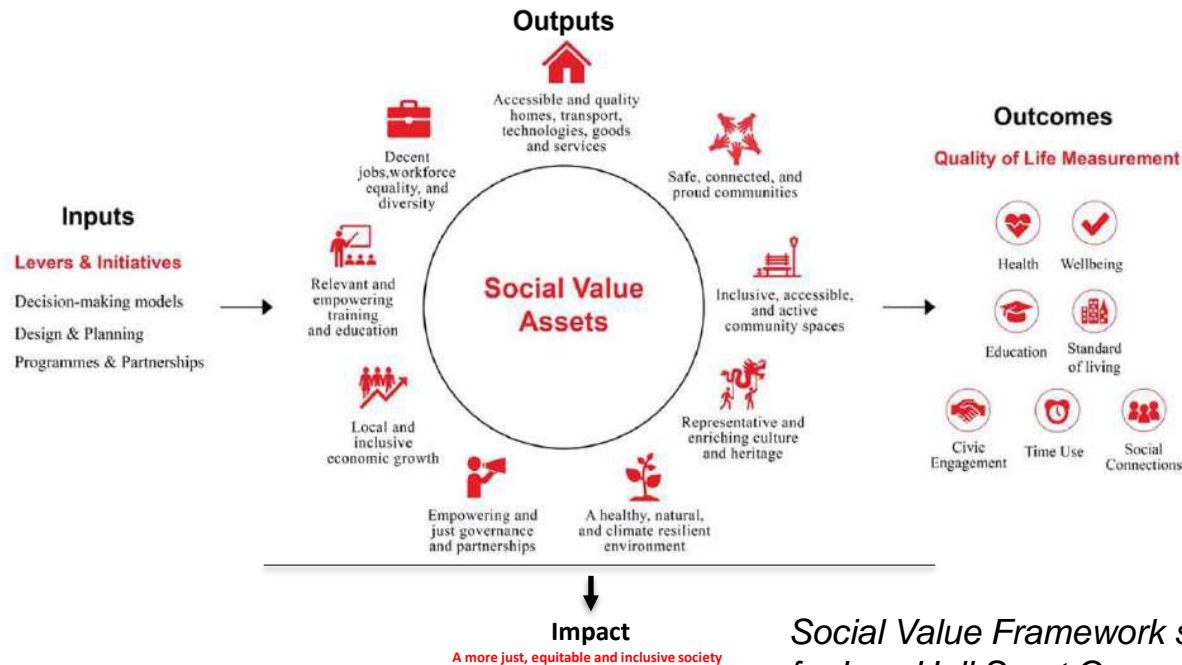
## Two-weeks Work Experience at Etude

Offering two-weeks of paid worked experience for an adult through the Waltham Forest council traineeship, jobseeker, or work placement programme.

## Office Tours by Tate+Co and Arup

Promoting social mobility within Waltham Forest's youth population. Therefore, Tate+Co and Arup will offer office tours to a group of students interested in pursuing-built environment related careers.

Sustainable design workshop held by Tate+Co



Social Value Framework strategy for Low Hall Sport Ground



# SOCIAL IMPACT GENERATED IN ADDITION TO SV COMMITMENT

Young residents that had be homeless given specific employability and benefits advice and guidance to help them move into sustainable employment.



Deep cleaned and redecoration of the **Jubilee Sports Ground** changing rooms, toilet facilities, corridor and shower room. The total value generated (supplier's quote for the works) is £4,510.

Year 6 students from **Handsworth Primary School** invited to **Wood Street** site to gain an insight of construction roles, help to give them a understanding of the various of career opportunities available .



## INNOVATION



Cleaned of disused kitchen and disposal of appliances. Also, installation of new kitchen appliances at **Langthorne Park Toy Library** and created planters for fruit and vegetable growing.

45 visits from schools based in **Waltham Forest** running curriculum based sessions on biodiversity and the environment at **Walthamstow Wetland**.



Tree planting initiative at **Mansfield Park**. An opportunity for council colleagues to work in partnership to ensure that the borough is environmentally sustainable.



Energy Saving Tips drop ins were rolled out across the borough including **Priory Court** and **Aldriche Way** to help residents in the current increases of the fuel and energy bills.



Procurement programme aimed to support **BAME SME** in **Waltham Forest** to tender for contracts with major construction organisations.

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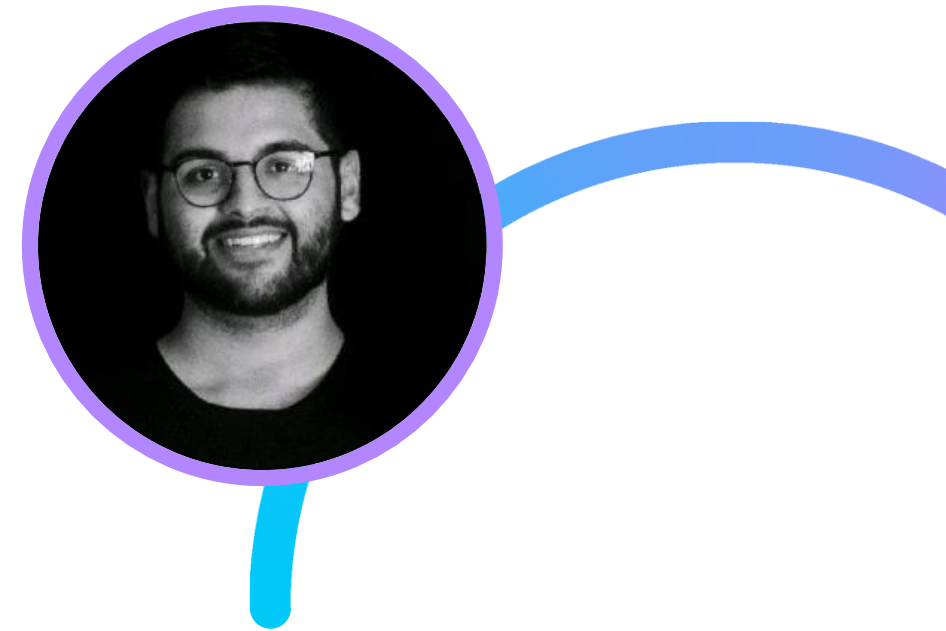
## Delivering real social value



**Sarah Lamshead**  
Strategic Social Value Lead, Faithful+Gould



## Social Value 101



**Sol Tannir**

**Strategic Account Manager, Social Value Portal**

# Social Value is Relevant Across an Organisation





# Measuring Social Value

# The National TOMs Framework

Developed by Social Value Portal in collaboration with 40 public, private and third sector organisations, and endorsed by the Local Government Association.

## One social value measurement & reporting standard

- A consistent measurement solution that **creates a level playing field for businesses**
- Designed to **embed social value into procurement** or measurement activities
- Allows **benchmarking** and **comparability**
- Gives practical ways of **creating more social value** for communities
- Themes of **visionary** social value creation

**5** Themes

**20** Outcomes

**40** Measures



Jobs



Growth



Social



Environment



Innovation






Endorsed by



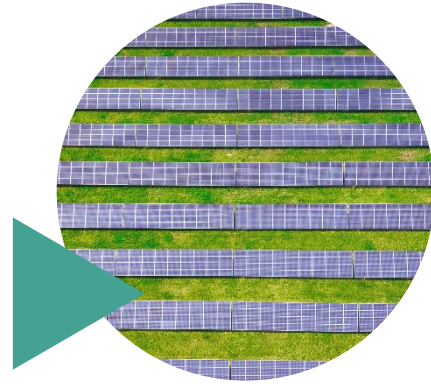
Mapped to



# Social Value TOM System in action - an example

	Theme	Example Outcome	Example Measure	Unit	Proxy value	
	<b>Jobs</b> Local skills and employment 'for all'	More opportunities for disadvantaged people	# ex-offenders employed	Number of people FTE	£24,269	<div style="border: 1px dashed gray; padding: 5px; text-align: center;"> <b>SV£</b> </div> <p>=</p> <div style="border: 1px dashed gray; padding: 5px; text-align: center;">           Number of units         </div> <p>X</p> <div style="border: 1px dashed gray; padding: 5px; text-align: center;">           Proxy value         </div> <p>Powered by robust data sources</p>
	<b>Growth</b> Supporting responsible local businesses	Improving staff wellbeing and mental health	# employees with access to wellbeing programmes	Number of people	£130.29	
	<b>Social</b> Healthier, safer and more resilient communities	More working with the community	# hours of local community volunteering	Number of hours	£16.93	
	<b>Environment</b> Cleaner and greener spaces and sustainable procurement	Carbon emissions are reduced	tCO <sub>2</sub> e tonnes reduced	Tonnes of CO <sub>2</sub> e	£244.63	
	<b>Innovation</b> Promoting new ideas and social innovation	Safeguarding the natural environment	Innovative measure to respond to the climate emergency	£ invested £ value of time invested	£	

# Examples of Social Value ...



## Sustainable procurement

Per kilo plastic reduction: **£158**



## Training

1 week level 1,3,4+ training: **£317**



## Apprenticeships

1 week of T-Level 2.3 or 4 apprenticeships **£251**



## Reducing carbon emissions

Removal of 1 tonne of CO2 emissions: **£244**  
Of Social Value



## Volunteering

50 hrs of community project volunteering: **£846**  
Of Social Value



## Employing locally

Employing a long term unemployed person: **£20k+**  
Of Social Value

# Developing your set of TOMs

# Developing a set of TOMs



## The method behind the movement

The National TOMs – Themes, Outcomes and Measures – is a framework for delivering excellence in measuring and reporting social value.

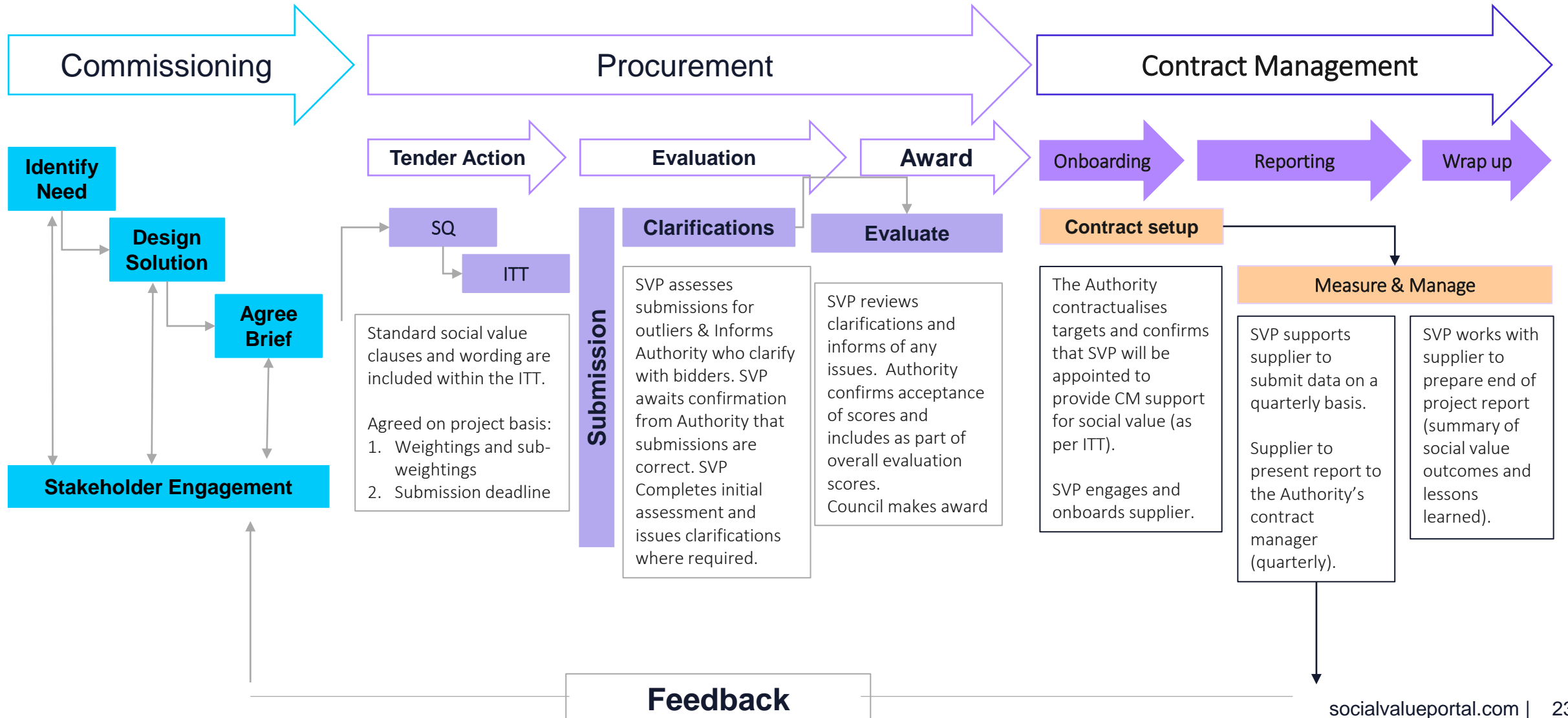
Try using the National TOMs



# Social Value in the Procurement Process



# The Social Value Procurement Process



# Contract Management – Good Practice

The more you put in at the start the more you'll get out:

- Pre-market engagement
- Tender documentation – set out working relationship, SV outcomes and measures, provide basis for contractualisation of commitments and enforcement
- Clear expectations on reporting progress of delivery

**Importance and clarity:**

- The importance organisation places on social value i.e. through weighting
- What the organisation means by social value i.e. by using the TOMs
- Ensuring that social value outcomes are linked to the organisation's priorities



# West Midlands Combined Authority



From the outset of working with SVP, Mayor Andy Street publicly declared their Social Value procurement targets. A bold move, and the first council in the UK to do this.

## The solution:

We created a bespoke SVP Programme that firstly advised on the development of a Social Value Policy. The programme supports and procurement and contract management.

## The data:

55 Jobs created

8 Jobs for disadvantaged

43 weeks of apprenticeships and training

£115k Local spend

£456k local SME spend

700 weeks support for young people

1,274 hrs community volunteering



25 tenders worth

**£12.5m**

Social Value created

**£2.5m**

Local

**42%**

VCSE

**20%**

Total Bidders

**264**

Social Value  
**Conference**  
2023

**Social Value 101**



**Nikki Rowbottom**  
**Senior Consultant, 7 Step Solutions**

# What is Social Value?



The effect of our impacts on wider economic, social and environmental areas resulting from our actions



## Examples of Social Value ...



### Social

- Employing a diverse workforce
- Collaborating with VCSE
- Encouraging approaches that encourage wellbeing and mental health



### Economic

- Job creation/employing from local community or disadvantaged groups
- Apprenticeships
- Prompt payment through the supply chain
- Advertising subcontracting opportunities to a diverse supply chain



### Environmental

- Environmental policy
- Reduction in waste to landfill
- Carbon reduction and offsetting
- Heritage protection



# Social Value Act 2012 and PPN 06/20

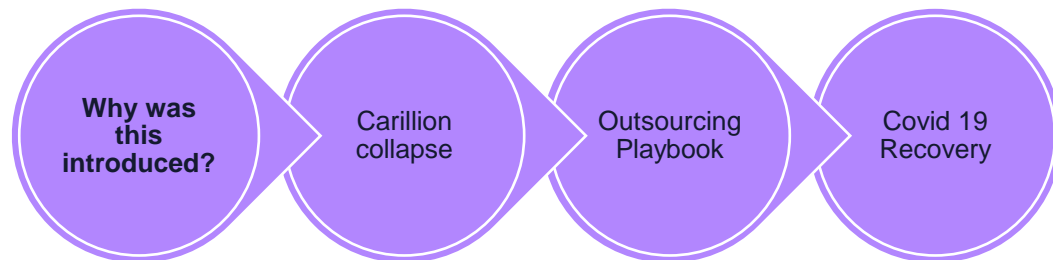


# The Public Services (Social Value) Act 2012

Act was introduced in 2013 requesting that all public bodies **consider** how what they are buying might improve the social, economic and environmental wellbeing of the immediate community.

## Public Procurement Note 06/20

PPN 06/20 makes including and evaluating social value criteria mandatory in over threshold procurements from 1<sup>st</sup> January 2021.



# What do the changes mean?

- Each procurement over PCR15 threshold will have a minimum 10% social value weighting
- Exemptions apply
- Model is simple and consistent across all government organisations
- Social Value defined through priority themes and policy outcomes
- Each outcome has model question, evaluation criteria and reporting metrics



**CHANGES AHEAD** →

# The Public Sector Model

# The Public Sector Model

## Key Points

- Social Value generated must be relevant to the goods and services being procured
- Social Value generated must be over and above the core deliverables of the contract
- Social Value generated must comply with the principles of equal treatment, non-discrimination and proportionality.
- Model provides ready to use questions, award criteria, sub-criteria and metrics as well as a suggested evaluation scoring model.
- In scope organisations **must** use this model however more mature organisations can develop the questions and criteria
- In scope organisations do not have to use all the themes or outcomes but should consider the key points above



# Themes and Outcomes

Themes		Policy Outcomes
Theme 1	COVID-19 Recovery	Help local communities to manage and recover from the impact of COVID-19
Theme 2	Tackling economic recovery	Create new businesses, new jobs and new skills
		Increase supply chain resilience and capacity
Theme 3	Fighting climate change	Effective stewardship of the environment
Theme 4	Equal opportunity	Reduce the disability employment gap
		Tackle workforce equality
Theme 5	Wellbeing	Improve and health and wellbeing
		Improve community cohesion

# The Social Value Portal TOMS

# SVP – TOMS

Operates on a similar methodology to PS Model

Provides a quantitative value for each outcome

Central Government Mapping Tool introduced

5

Themes

20

Outcomes

40

Measures

Covers a wider variety of Social Value outcomes

Focussed TOMs on various key areas

Easy measurement of social value



Jobs



Growth



Social



Environment



Innovation



# Q&A



**Lorraine Cox**  
*Director*  
*STAR Procurement*



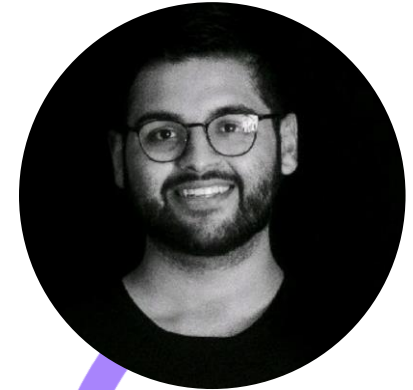
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# Thank you