

Understanding Social Value

30 March 2022

Emma-Jane Allen AEMA

Consultant & trainer – Action
Sustainability, Sector Manager –
Supply Chain Sustainability
School

Housekeeping



Be present in the room - cameras on please if possible



Talking is good! Please participate in group discussions, and feel free to ask questions using the raise your hand function



Slides and poll results will be shared



Leave your phones on for the MENTI polls (no app needed)



Comfort break

Learning objectives

- Understand what social value is, and **why** it matters (including the Social Value Model PPN 06/20)
- Be able to explain **what** 'social value' means
- Have a structure for **how** to manage your social impacts
- Understand more about measuring and reporting social impacts and value



What's your role, and what do you want to get out of today?

Press S to show image



Menti.com
Code: 8939 0512

What are the first three words that come to mind when you think of "social value"

Press S to show image



Is there a legal definition for social value?



0

Yes

0

No

What does social value mean?

UK Green Building Council: Social value is created when buildings, places and infrastructure support environmental, economic and social wellbeing, and in doing so improve the quality of life of people.

Social Value UK: “the quantification of the relative importance that people put on changes they experience in their lives”

Public Services (Social Value) Act 2012: consider... “how what is proposed to be procured might improve the economic, social and environmental wellbeing of the relevant area.”

Simetrica: “the total impact on people’s quality of life.”

What does Social Value mean to National Highways?

One Social Value definition used with our customers and our supply chain across National Highways will help to ensure consistency of messaging in all our communications.

“Social Value is the benefits that National Highways and its supply chain delivers for people, environment and the economy.”

Why does social value matter?

Press S to show Image



Social Value – why does it matter?

- Improved **wellbeing** for stakeholders
- Help **clients** achieve project and organisational objectives
- Provide tangible **business benefits** to your organisation



Social Value – why does it matter?

Improve wellbeing

- Boost **wellbeing** and **quality of life** for **local communities**
- Directly address **meaningful societal issues** for stakeholder groups and affected areas
- **Minimise negative impacts** to stakeholder groups as a result of project activities.



Business benefits

- Improved **workforce satisfaction** and engagement (and retention)
- Helps to **win tenders** and **new business**
- Enhances **reputation**
- **Attracts investors**
- Improved **relationship** with **communities**



Social Value – why does it matter?

Help clients

- Meeting **legislative requirements**
- Helping to meet **business objectives** – client policy
- To **address stakeholder concerns**
- ‘**Doing the right thing**’ - (CSR)



Rank the top 3 reasons as to why your organisation is interested in social value?

- 1st Client requirements
- 2nd Investor / shareholder expectations
- 3rd To attract and retain staff
- 4th To manage corporate reputation
- 5th To improve relationships with communities we work in
- 6th Local authority expectations
- 7th Legacy
- 8th Competitive advantage
- 9th Personal leadership
- 10th Risk management
- 11th Other

Figure 3: School Partner responses to question "Why is your business interested in social value?"



Procurement Policy Note 06/20:

Public Services Act 2012



Public Services (Social Value) Act 2012



Procurement Policy Note – Taking Account of Social Value in the Award of Central Government Contracts

Action Note PPN 06/20

September 2020

Issue

1. This Procurement Policy Note (PPN) launches a new model to deliver social value through government's commercial activities. Central government organisations should use this model to take account of the additional social benefits that can be achieved in the delivery of its contracts, using policy outcomes aligned with this Government's priorities.

Action

2. Social value should be explicitly evaluated in all central government procurement, where the requirements are related and proportionate to the subject-matter of the contract, rather than just 'considered' as currently required under the Public Services (Social Value) Act 2012. Unnecessary burdens should not be placed on commercial teams or suppliers.

3. In scope organisations must:

- Familiarise themselves with the social value model at Annex A, including the menu of priority policy themes and outcomes that can be applied in new procurements.
- Ensure all those involved in commercial activity in the organisation complete the e-learning on social value which can be accessed via the [Government Commercial College](#).

4. Further detailed guidance on applying the model will be published on GOV.UK. Procurements related to construction, capital investment and infrastructure projects above £10m should use the priority themes and outcomes in applying the Balanced Scorecard for Growth (PPN 09/16) and the guidance on this will be updated.

Dissemination and Scope

5. This Procurement Policy Note (PPN) applies to procurements covered by the Public Contracts Regulations 2015, and applies to all Central Government Departments, their Executive Agencies and Non Departmental Public Bodies. Together these are referred to in this PPN as 'In-Scope Organisations'. Please circulate this PPN within your organisation, drawing it to the attention of those with a commercial and procurement role.

Timing

6. This PPN is effective from the date of publication. The social value model should be applied to all new procurements from 1 January 2021.

Background

7. Whilst the overarching objective for the Government's commercial activities will remain achieving the best commercial outcome, it is right that the Government applies its

- **In-scope organisations** (Central Gov' Dep'ts, Exec. Agencies and Non-Departmental Public Bodies) **must explicitly evaluate** social value with a **minimum weighting of 10%** of total score
- **Commercial team choose which social value themes to look at and apportion weighting accordingly**
- **Evaluation of the social value** aspect of bids should be **qualitative**

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5 Social Value Themes

8 Policy Outcomes

24 Model Award Criteria

Model Evaluation Questions

Model Response Guidance

Reporting Metrics



Social Value

SDF Social Value Webinar

30 March 2022

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At National Highways, we are continually investing in our Strategic Road Network.

However, our work needs to go beyond operating, maintaining and improving roads.

Social Value is equally important as an investment to us.

Recent changes to Government guidance and procurement policy requires us to develop a wider, consistent approach to Social Value delivery.



What does Social Value mean to National Highways?

One Social Value definition used with our customers and our supply chain across National Highways will help to ensure consistency of messaging in all our communications.

“Social Value is the benefits that National Highways and its supply chain delivers for people, environment and the economy.”

What is the impact of PPN 06/20?

Procurement Policy Note 06/20 requires social value to be explicitly evaluated, rather than just considered, throughout central government procurement.

- Following the 2012 Public Services (Social Value) Act, PPN 06/20 was issued in September 2020 to maximise the delivery of social value
- This policy note outlines the requirements of the Social Value Model, which is comprised of 5 social value themes



Theme	Outcome
COVID-19 recovery	Help local communities to manage and recover from the impact of COVID-19
Tackling economic inequality	Create new businesses, jobs & skills; Increase supply chain resilience & capacity
Fighting climate change	Effective stewardship of the environment
Equal opportunity	Reduce the disability employment gap; Tackle workforce inequality
Wellbeing	Improve health and wellbeing; Improve community integration



What we are trying to achieve

This slide summarises what National Highways strives to deliver through its social value practices, as well as the four themes that underpin our Social Value Framework.

Our aspiration:

1

Embed a consistent approach to Social Value across National Highways

2

Leave a lasting legacy in the communities we work in

3

Work with and enable our supply chain to deliver impactful Social Value

Our Social Value Framework themes:

Economic prosperity



Improving the Environment



Community wellbeing



Equality, diversity and inclusion



Social Value progress to date

National Highways has made significant progress with regard to its social value approach, but it is a continuously evolving process that will require collaboration and innovation.

Strategy



National Highways Social Value Strategy and Framework under development

These documents will set out our ambitions, objectives and drive a consistent understanding and approach to Social Value

Metrics



Standard base set of Social Value metrics under development

One consistent set of base metrics aligned to government legislation to understand what is most effective for social value reporting

Tool



One consistent tool to capture data from the supply chain

To help drive a more streamlined reporting process and ensure social value delivery can be monitored to maintain progress

Improvement



Continuous improvement of Social Value approach

Social value is continuously evolving so we will ask for feedback and understand market trends to improve our approach



highwaysengland.co.uk



Twitter [@HighwaysEngland](https://twitter.com/HighwaysEngland)



Instagram



Facebook

5 Social Value Themes

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Model Response Guidance

Reporting Metrics



Workshop – in your groups..

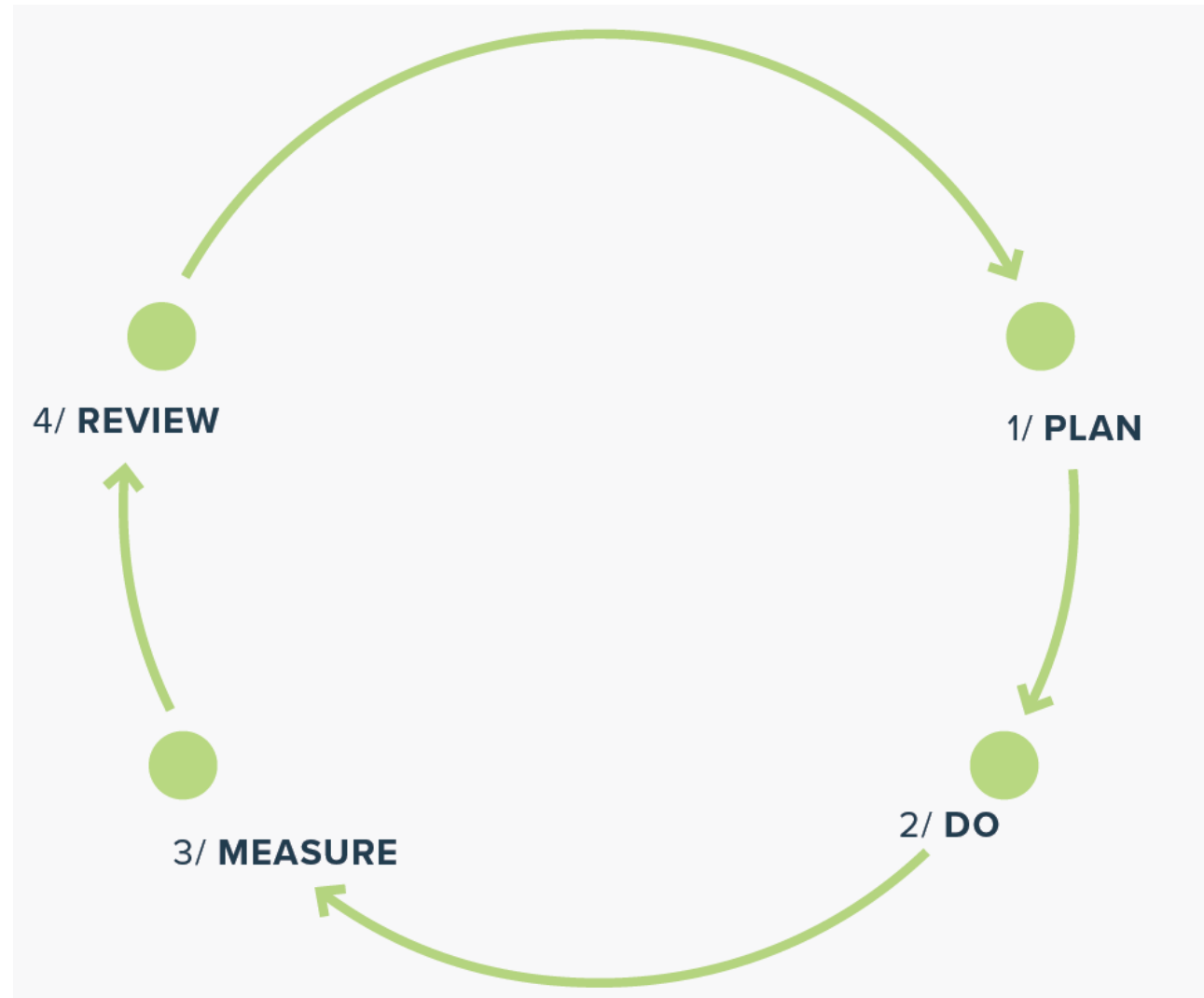
- Introduce yourself to others in your breakout group – name, company and role
1. Focusing on the themes from PPN 06/20: **Tackling Economic Inequality** and **Equal Opportunity**, discuss and make notes on:
 - What **activities** could you do to generate social value (consider both at project and organisational level) in this impact area?
 - What are the **key challenges / barriers** in relation to generating social value, and what are the potential solutions?

Cameras and mics on!

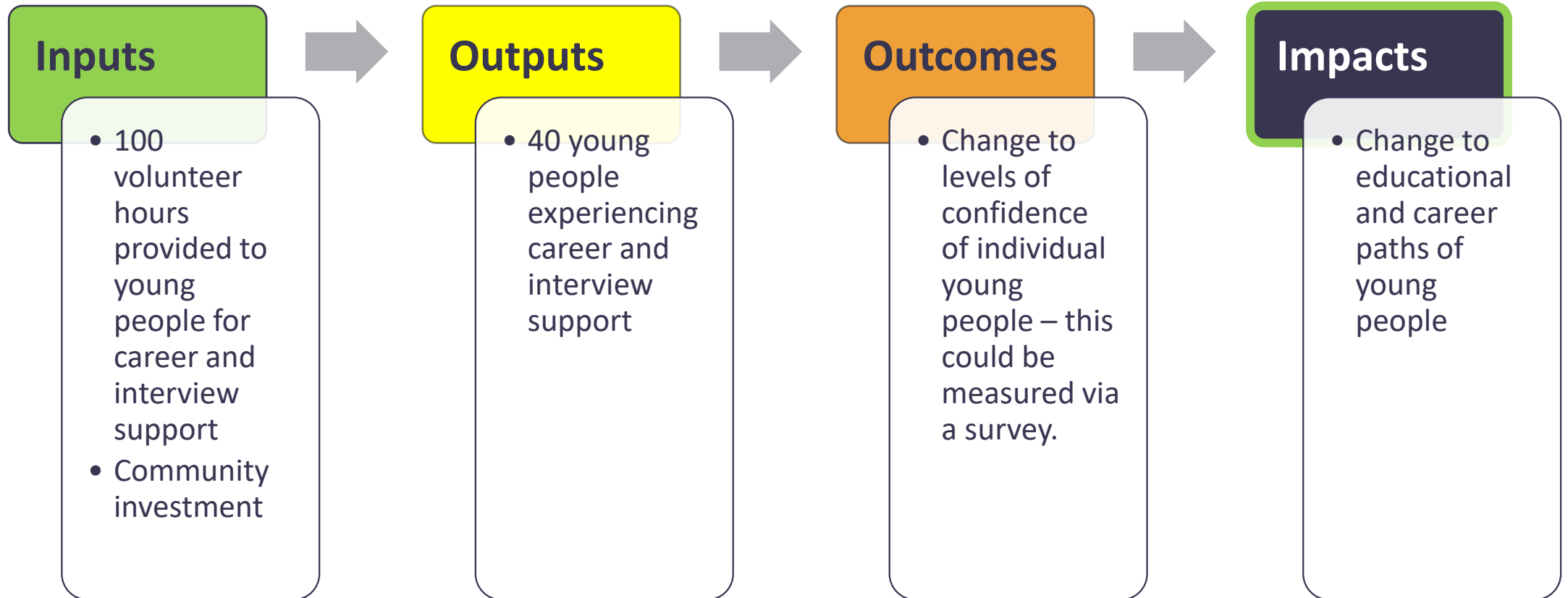


Nominate someone from your group to feedback to the wider group at the end

How to manage social value



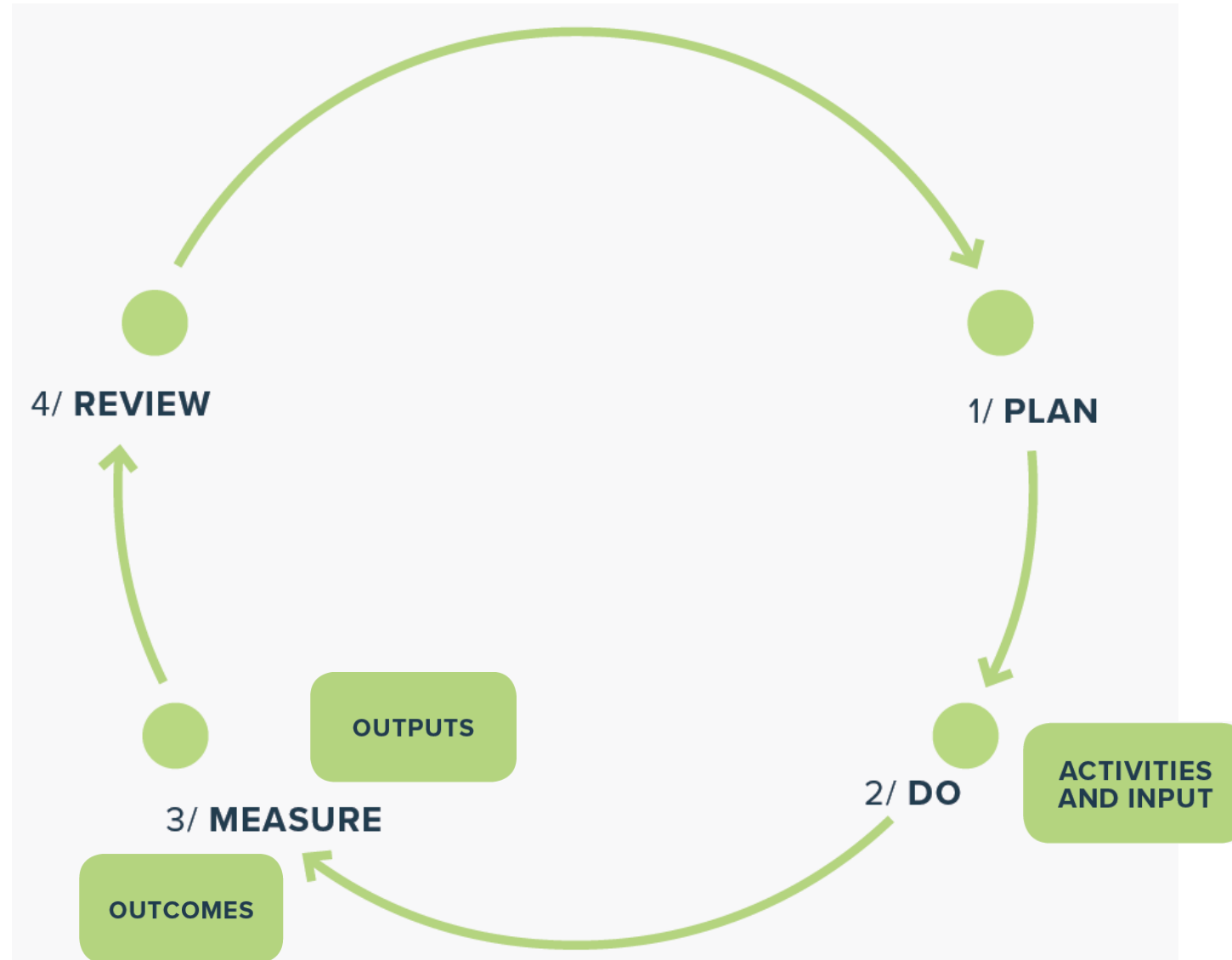
How to measure

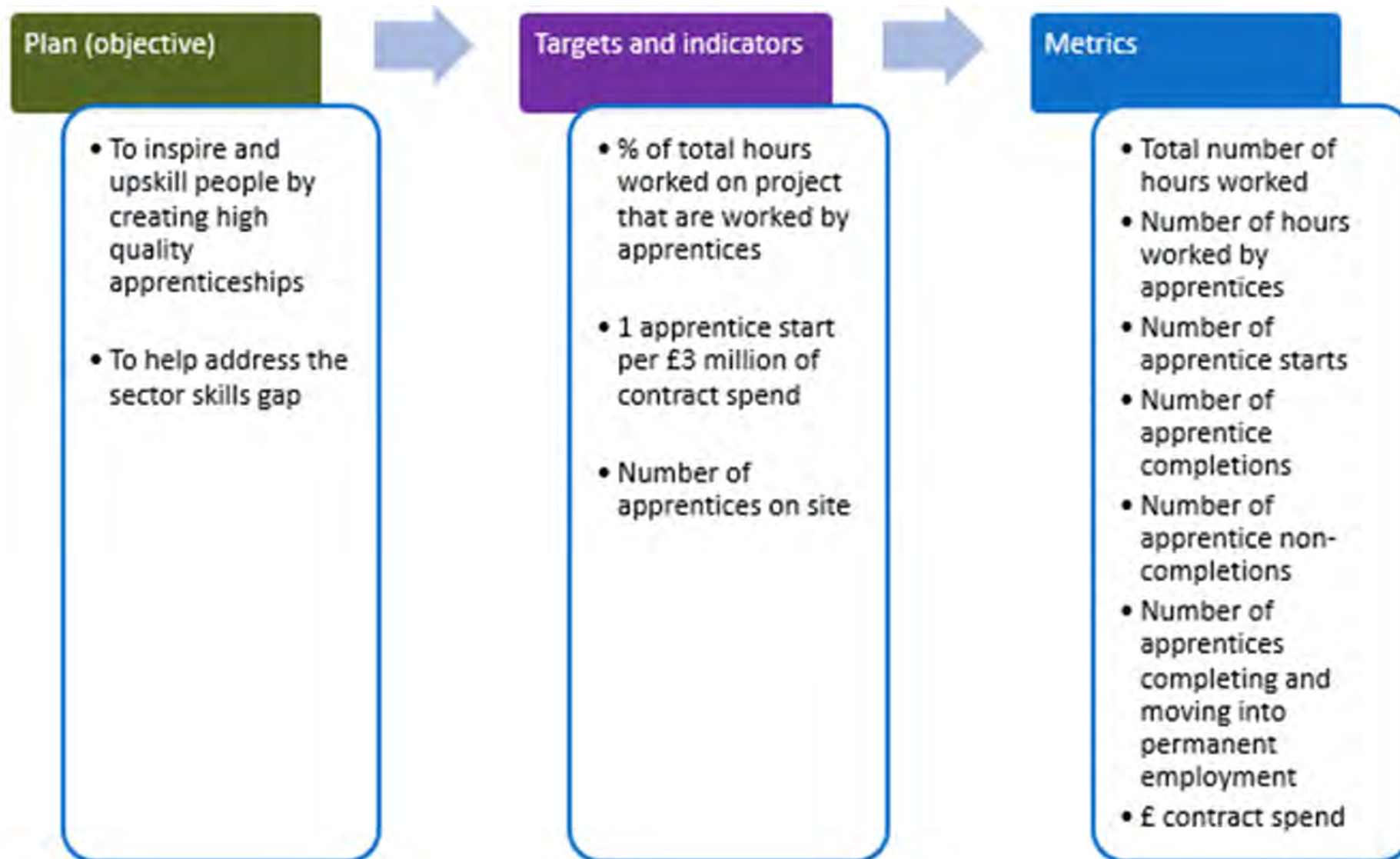


Who does what to who? How?
Who benefits?



How to measure





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Figure 10: Verified benchmarks, marks and indices used by Supply Chain Sustainability School Partners



Remember.....Social Value Model PPN 06/20 has reporting metrics for each policy outcome

Employment

% of directly employed people paid relevant Living Wage Foundation Living Wage

% of workers on fixed hour, PAYE contracts

Number of people moving from unemployment into part time and full time employment

Rate of employee turnover

% of people that are (1) women (2) identify as Black, Asian or minority ethnic (a) throughout workforce (b) in management positions (c) who are Directors and/or on Board

% of workers declaring a disability or impairment

Gender pay gap

Training and skills

Number of people completing accredited training

Number of people completing non-accredited training

Number of apprentices that are (1) on 'traditional' apprenticeships (2) existing employees being upskilled

Supplier diversity / inclusive procurement

£ spend with small medium enterprises (SMEs)

% of total spend that is with small medium enterprises (SMEs)

£ spend with social enterprises

Communities

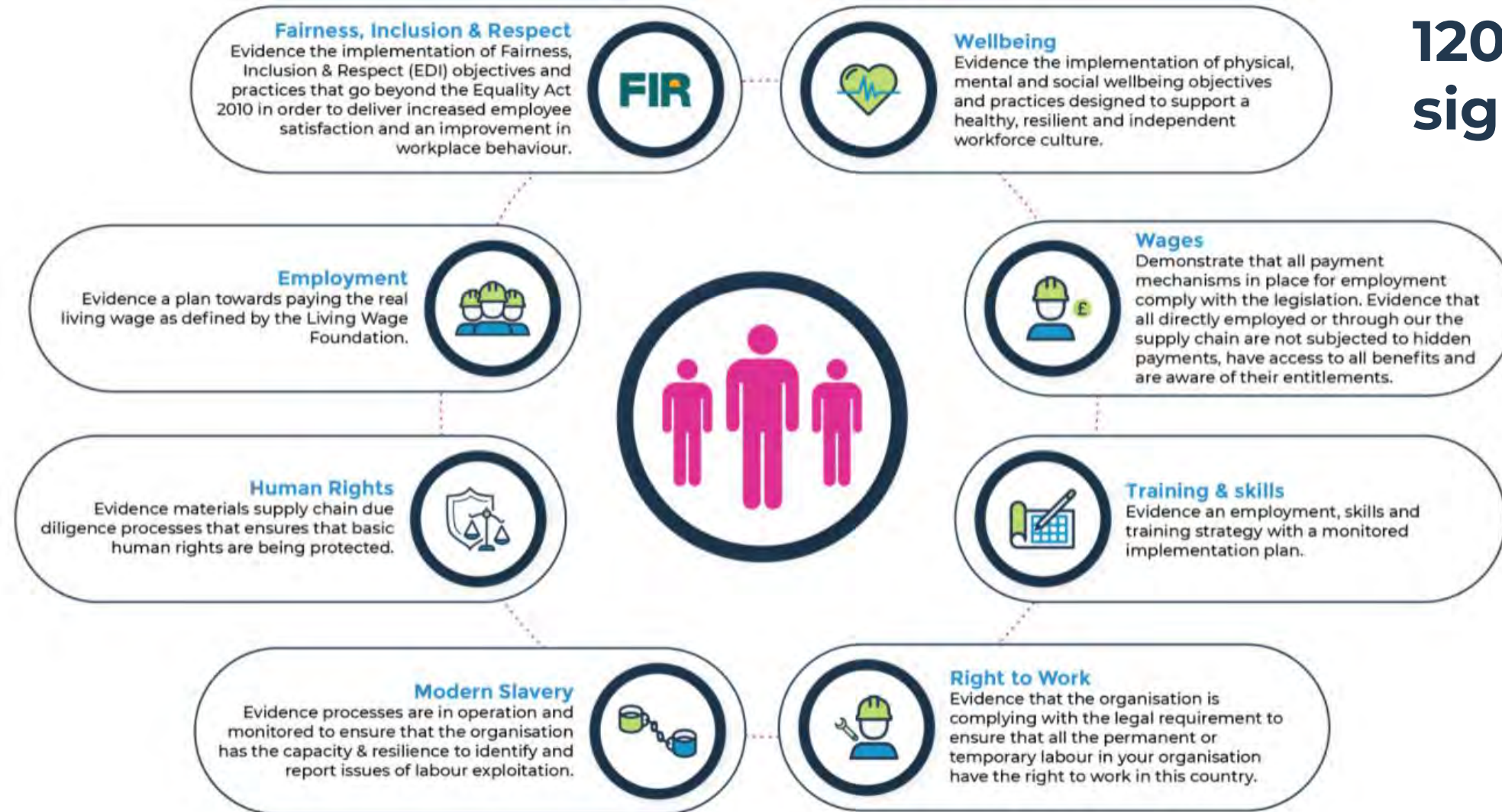
£ donations to charities and community groups

£ value of (1) goods (2) in-kind donations and (3) volunteer time provided to charities and community groups

% of complaints closed off, and with no further action required, within 28 days of complaint

People Matter Charter – *the workforce strategy for the built environment*

**120+
signatories**





People

People issues are vast, yet all connected. This topic supports organisations and their supply chains in addressing these challenges together.

[VIEW PLAN](#)



Ethical Business – The Basics

BUSINESS ETHICS

Ethical Business - the Basics

E-LEARNING MODULE

1 hour Online module providing an overview of the benefits and principles of ethical business

INTERMEDIATE

⌚ 60 mins



EMPLOYMENT

How to check if someone can work in the UK

WEB LINK

How to check that new employees have right to work in UK

ADVANCED

⌚ 30 mins



EMPLOYMENT

Living Wage Research

WEB LINK

Centre for Research in Social Policy at Loughborough University

INTERMEDIATE

⌚ 15 mins



COMMUNITY

Public Sector Community Benefit Requirements



Industry benchmark

See how your score compares to others in your industry, and across the School.



Why become a signatory?



**Collaborate to improve
labour standards across
the industry**



**Demonstrate to
clients your
commitment to
engage and develop
your workforce**



[Click here](#) to find out how to become a signatory

Social Value – measurement



Impact metric
(net inputs, outputs or outcomes)

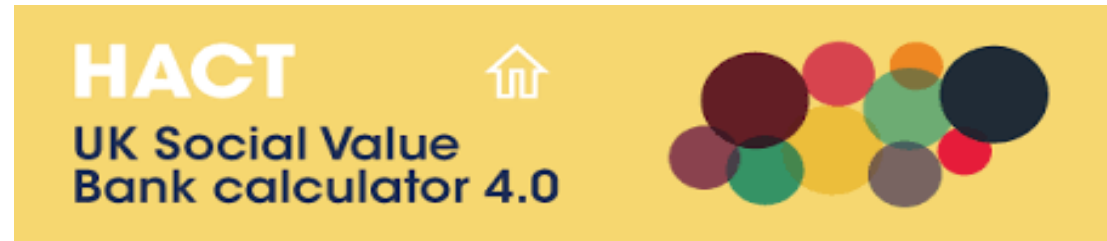
x

£ “Monetised value”

= Monetised social value

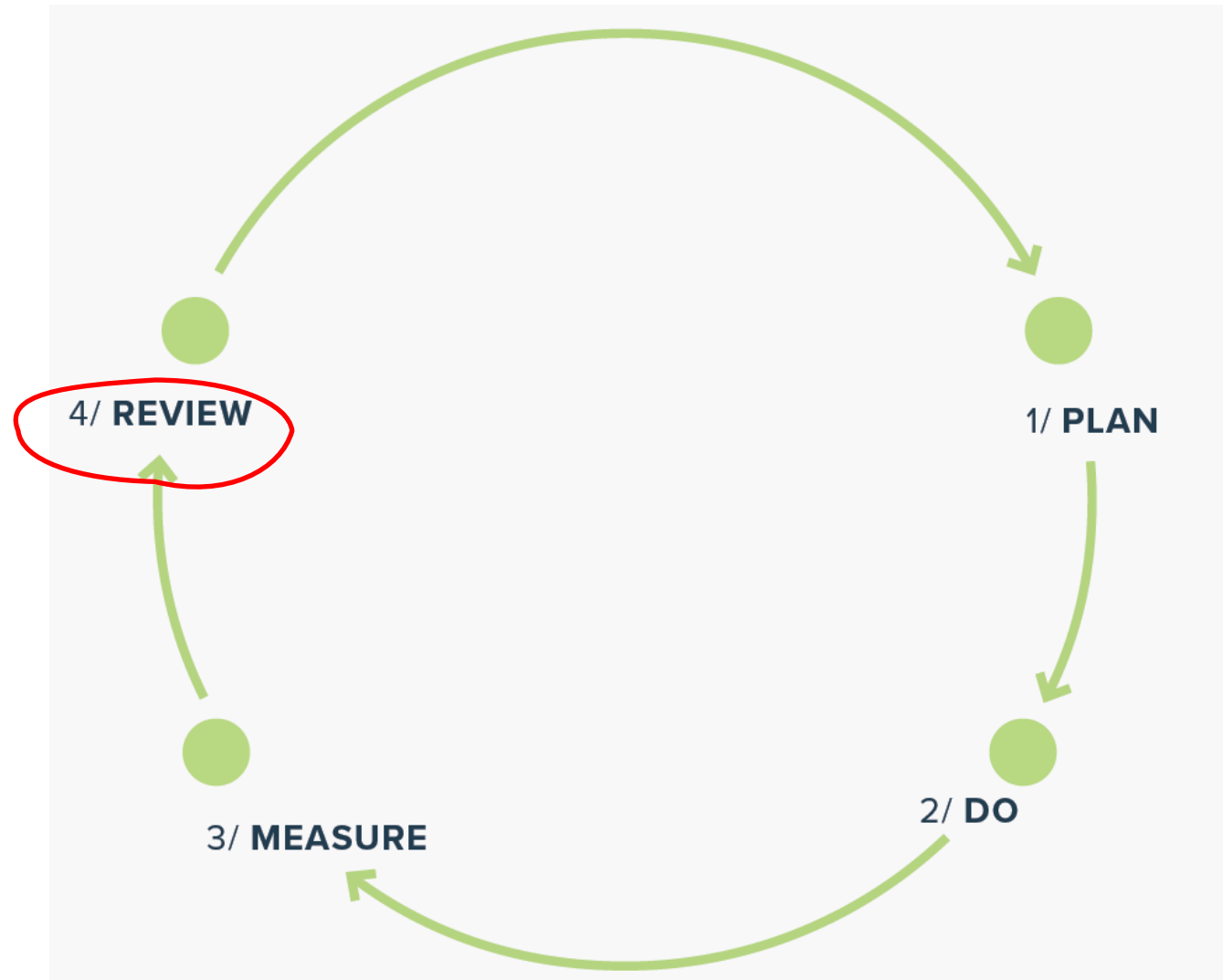
Social Value – measurement

A Common Social Impact Framework for Rail



$$\begin{array}{c} \text{Social impacts} \\ \times \\ \text{Monetised values} \\ = \\ \text{Social value} \end{array}$$





The difference we are making

Reporting our 2019 social value achievements



www.willmott-dixon.co.uk

All figures are for Willmott Dixon



The IMPACT of our activities in the community



The M6 is buzzing!

The SMP alliance working on the M6 junctions 21a to 26 are delivering social value by working with a local primary school to support beekeeping.

This involves:

- Working with a local beekeeping society to establish hives that the children could tend and obtain honey from
- Selling the honey to raise funds and make the project self-sustaining
- Teach the children life skills in finance management and business
- Co-locating the shop with a new food bank to reduce stigma and embarrassment





Helping ex-offenders return to work

In collaboration with contractors Skanska and Mott Macdonald we have delivered an ex-offender programme to offer suitable employment. This scheme:

1 Developed entry level roles as plant and machinery inspectors

2 Created a platform for ex-offenders to demonstrate their ability and commitment to achieve greater levels of responsibility

3 Offered employment to a male prison leaver who had been in prison for 4 years and moved away from his local area

4 Provided employment to a female reformed alcohol and drug addict looking to regain custody of her child

Giving back to the local community

Contractors working on the A45/A6 Chown's Mill roundabout improvements have given up their time in a series of projects intended to 'give back' to the local community. This includes:

- £710 donated to the local foodbanks of Raunds, Rushden and Irthlingborough and the district branch of the Royal British Legion
- £3,000 worth of items supplied to three local food banks
- Tackled dangerous and unauthorised parking at Stanwick Lakes by painting double yellow lines on the driveway to manage parking and stop vehicles backing up along the busy A45
- Supplied fencing to Stanwick Lakes following an arson attack
- Donated three ornate, carved benches to Higham Ferrers to complement a Timber Trim Trail being created by the town council at Castle Fields.
- Provided Stanwick Voluntary Group with £1,700 worth of trees for the pocket park
- Donated cones to schools to help keep pupils in bubbles and safe during the Covid pandemic
- Given £3,000 to help young people at risk of becoming involved in violence or gangs to benefit from the work of the Community Initiative to Reduce Violence (CIRV)
- Ran a schools competition to design three large, carved chairs which were installed at Nightingale Way park in Higham Ferrers for all to enjoy





**TRAINING AND SKILLS, WASTE
AND RESOURCE EFFICIENCY**

HMP Foston Hall streetlamp project

DOCUMENT / PRESENTATION

Learn how a project to
decommission 14,000 streetlamps
delivered £34,262 of social value



TRAINING AND SKILLS

HMP Elmley: Ready for the Gate Drylining Academy

VIDEO

A case study on delivering social
value



Case Study: Rail Outreach Project

Network Rail Supporting Rough Sleepers



Network Rail Social Value Framework

Proactively and positively managing impacts on people and ...



Reducing air pollution via a development partnership

Case Study from TfL



TRAINING AND SKILLS

Talentview Construction

WEB LINK

A launch pad for careers in construction, supported by employers,
industry bodies, professional institutions, colleges and universities and
construction unions

BEGINNER

⌚ 10 mins



Eliminating Waste & Delivering Social Value - Case Study Lunch 'n' Learn

A 1 hour case study Lunch 'n' Learn with PPE and workwear ...

Friday, 11 February 2022, 11:00 AM - 12:00 PM



Carbon Calculator for Suppliers - Lunch 'n' Learn

A 1-hour introductory demo of the Carbon Calculator aimed ...

Wednesday, 30 March 2022, 3:00 PM - 4:00 PM



Introduction to Social Value

Explores what Social Value is, and why clients are ...



Social Value Model Quick Reference Table

Model Evaluation Question, Model Award Criteria, Model ...



Community Engagement

The what, why and how of community engagement



Wellbeing In The Built Environment



Social Value & Design of the Built Environment

DOCUMENT / PRESENTATION

How social and community sustainability can be achieved through creative design

Expert

🕒 60 minutes



WELLBEING

UKGBC Framework for Defining Social Value

WEB LINK

A framework for defining and delivering social value on built environment projects

Intermediate

🕒 45 minutes



Unlocking Innovation, Driving Competitiveness and Enhancing Reputation – MSDUK

DOWNLOAD REPORT >

Go to www.menti.com and use the code 82 20 52 3

What actions will you take as a result of today's workshop?

Press S to show image



Feedback please!



<https://forms.office.com/r/JqkbNZvg8i>

Thank you for your time

For more information, please contact

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