

Warden



Delivering Social Value Together

Heather Thompson
Social Value Coordinator

Session will include;

- What is Social Value?
- Where did it come from?
- Why does it matter?
- How can Social Value benefit the community?
- How do we report Social Value?
- How can you get involved?



What is Social Value?



A) The total amount of money a company earns from selling products and services.



B) How many likes you get on a selfie posted during volunteer week.



C) The broader benefits an activity or organisation creates for people, communities, and the environment.



2012

Public Services
(Social Value)
Act



2014

Procurement
Reform Act
(Scotland)



2015

Wellbeing of Future
Generations Act
(Wales)



2015

UN Sustainable
Development
Goals



2020
BSI Social
Value Guide



2020
Value Toolkit



2020
Construction
Playbook



2019
GBC
Social Value
Programme



2021

Social Value
Model
(PPN 06/20)



2021

International
Sustainability
Standards Board



2021

HM Treasury Green
Book Wellbeing
Supplment



2022

NHS adopts
the Social
Value Model



It's the currency for conducting responsible, sustainable business



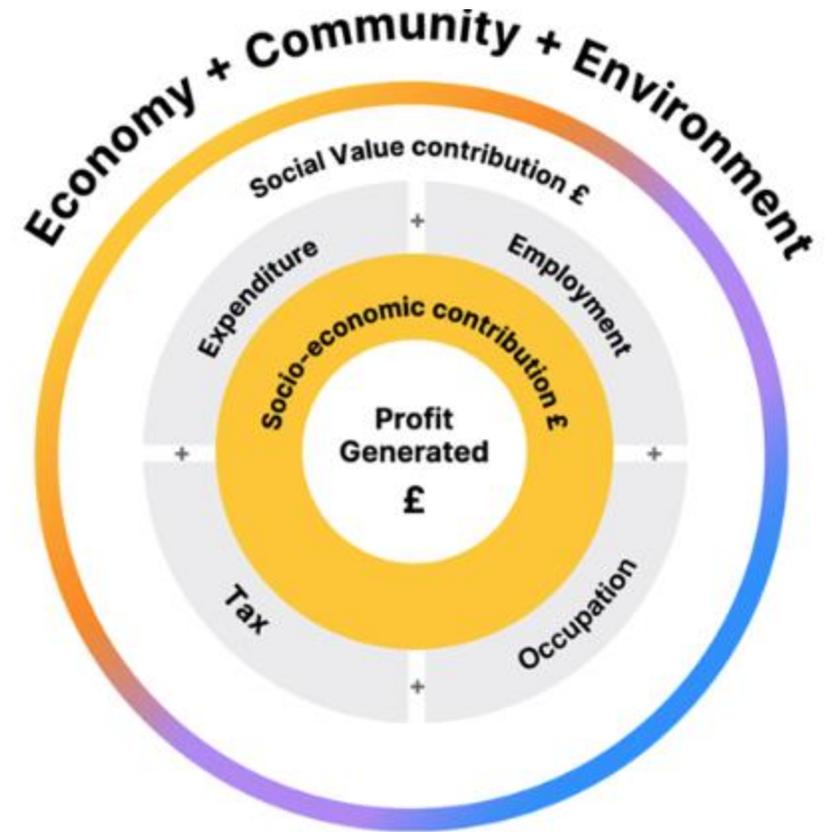
Social

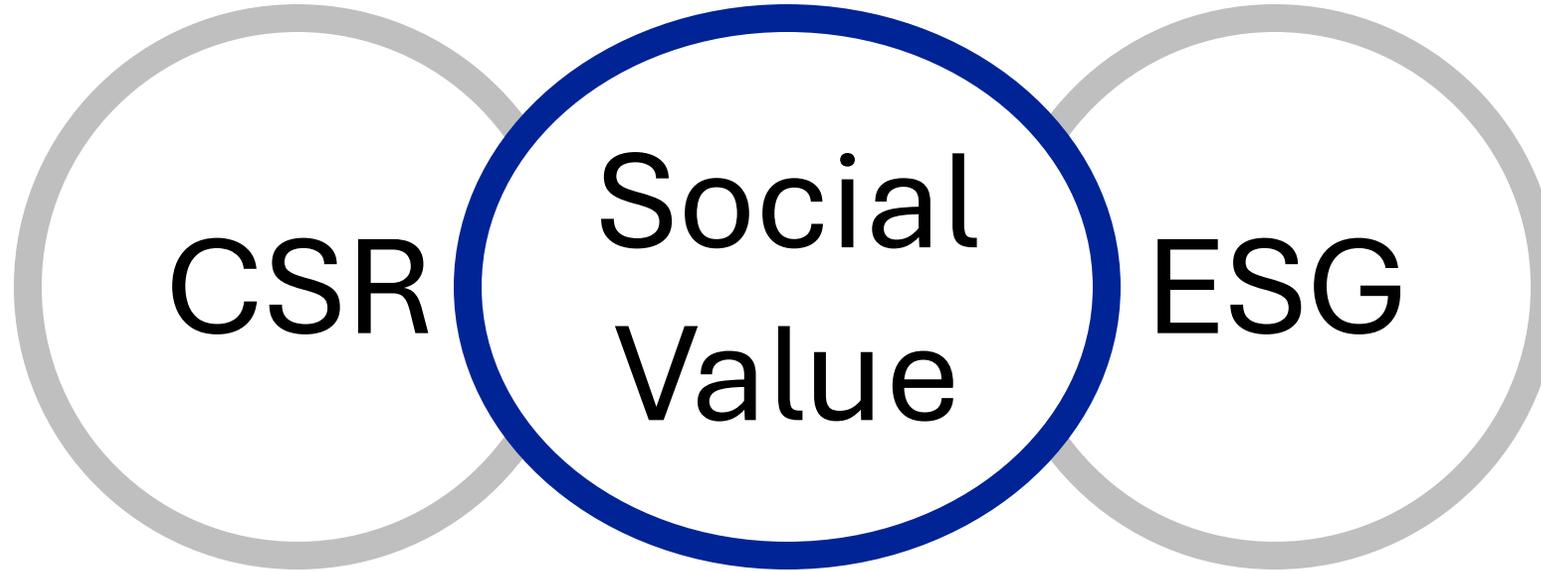


Economic



Environmental





Corporate Social Responsibility

Environmental & Social Governance



SUSTAINABLE
PROCUREMENT



TRAINING AND
APPRENTICESHIPS



BUYING LOCALLY



REDUCING
CARBON
EMISSIONS



VOLUNTEERING



EMPLOYING
LOCALLY

The Social Value Process

Initial Planning
&
Commitment

Stakeholder
Mapping

Community
Needs
Assessment

Implementation

Strategy
Development

Community
Consultations

Monitoring
&
Reporting

Long Term
Impact

Why it Matters?



For the
Communities



For the
Environment



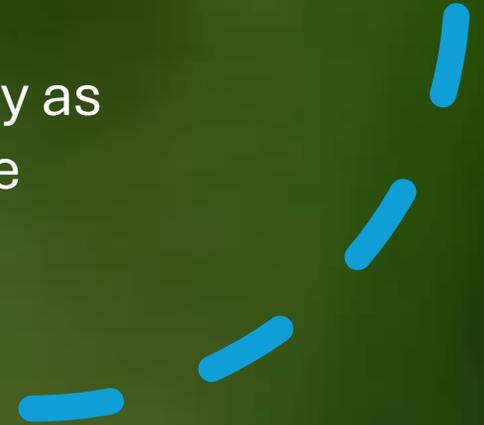
For the
Economy



For Clients &
Contractors



For Society as
a whole



Reporting and KPI's

IT Software (Loop, Social Value Portal, Thrive)

- Standardises and tracks performance across projects, using TOMs and custom metrics.

TOMS (Themes, Outcomes and Measures)

- National TOMs framework, used by platforms like the Social Value Portal.

KPI's (Key Performance Indicators)

- Organisations sometimes define their own indicators aligned to their values and goals.

Qualitative Impact

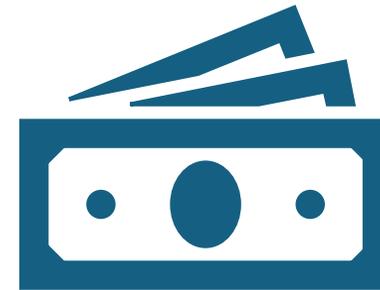
- Case studies
- Community feedback
- Testimonials and interviews



National TOM's



Themes, Outcomes, Measures



1 local employment opportunity =
£28,137.00 social value contribution.





Gorton Public Realm
Manchester City Council



Sector
Public Sector



Value
£1m



Client
Manchester
City Council



Service
Refurbishment

Nature of works

The design and development of a new public square located between the Gorton Market and the Tesco Superstore to serve as a focal point for the area, reorienting activity and providing a high-quality, flexible space for community use and social interaction. Our collaborative approach here included coordinating with the local authority and design teams, engaging with the community, managing access to a live, active site during construction and delivering high-quality workmanship while maintaining strict health and safety standards of the highest order.



Outcomes

A people-purposed design has created an enhanced area which encourages integration of the community in Gorton and is flexible, allowing multiple events as the space lends itself to diverse activities. This project re-imagined an under-utilised portion of a car park with the intention of creating a renewed sense of pride and belonging among the community.

Innovation

A newly-planted green zone promotes biodiversity and screens the area from the road bringing the added benefit of improved visual and environmental quality; inclusive play areas offer a safe child-friendly space and light projection installations foster the possibility for evening use of the area, transforming the public area into an engaging user-welcoming space.

Integrative, bespoke social value which enhanced the project with 6020 kgs of waste diverted from landfill, 3,520 miles saved using electric vehicles, 19 hours spent on careers talks and 2 new local jobs created.



Client Feedback

"Warden fully complied with the brief for the design and build of the public square and the project has been well received."

Robert Poole, Manchester City Council

Contact: robert.poole@manchester.gov.uk



Measuring Social Value – Gorton

Myth Buster

Social Value is a cash donation

Social value is just about charity or donations

It's only relevant to big projects

It's too complicated to measure

It's not what you know it's who you know

It's just a tick box exercise

Social Value is only about employment and apprenticeships

Thank you!

Heather Thompson, Social Value Coordinator

