



MEASURING SOCIAL VALUE WITH THE NATIONAL TOMS FRAMEWORK

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#NSVC20



THE SOCIAL VALUE PORTAL
Where Community Speaks and Business Listens

Using the Portal to tell the
Social Value story

National Social Value
Conference 2020

Nathan Goode, Social
Value Portal

29 January 2020

Examples of how the measurement framework is being used on the Portal



Meeting procurement targets



Supplier reporting

Commitments & Delivered Social Value

Theme	Reference	Question	Units	Answer	Target_Social_Value	Actual_Social_Value	SVProgress
Jobs	NT1	No. of local people (FTE) employed on contract for one year or the whole duration of the contract, whichever is shorter.	no. people FTE	1	£26,379.00	£52,758.00	200.00%
Jobs	NT2	% of local people employed on contract (FTE)	%	37.5	£0.00	£0.00	266.67%
Growth	NT17	Number of voluntary hours donated to support VCSEs (excludes expert business advice)	no. voluntary hrs	8	£115.44	£288.60	250.00%

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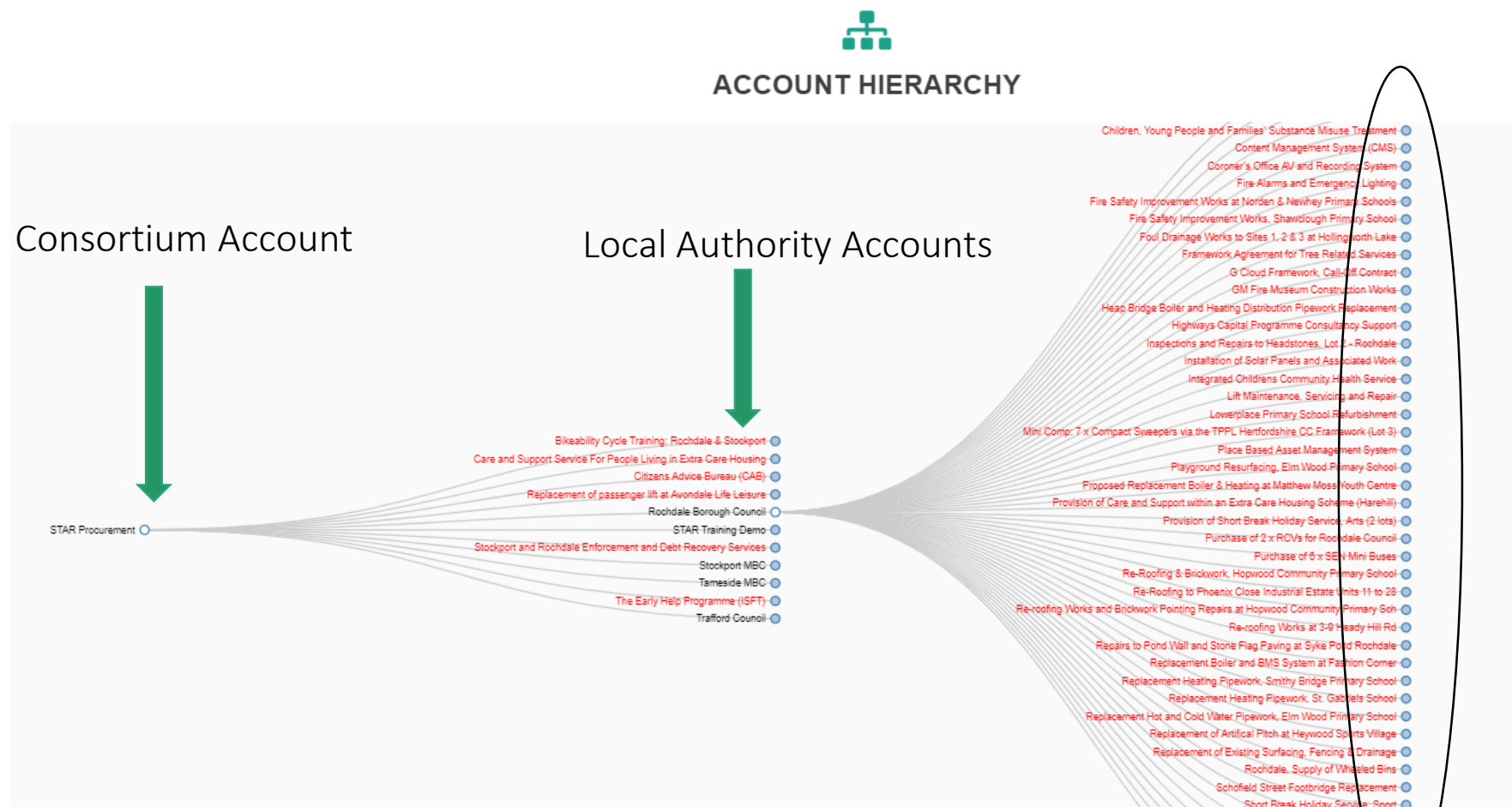
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<https://socialvalueportal.com>



Social value data at scale

LA Purchasing Consortium



New Contracts/Tenders/Projects may be added at each level of the Account Hierarchy by the Primary account owner

(166) Projects

Bespoke measures

Housing Association



Question	Units	Proxy	Response	SVA (£)
Strengthening Society: We contribute to people's wellbeing				
SB1 No. of people who experienced an increase in confidence as a result of the programme	no. people	£0.00	0.00	£0.00
SB2 % of people who experienced an increase in confidence as a result of the programme	%	£0.00	0.00	£0.00
SB3 No. of people who experienced decreased stress or anxiety as a result of the programme	no. people	£0.00	0.00	£0.00
SB4 % of people who experienced decreased stress or anxiety after the programme	%	£0.00	0.00	£0.00
SB5 No. of people who felt better able to take control of their lives as a result of the programme	no. people	£0.00	0.00	£0.00
SB6 % of people who felt better able to take control of their lives as a result of the programme	%	£0.00	0.00	£0.00
SB7 No. of people who felt more positive about their indoor living environment as a result of the programme	no. people	£0.00	0.00	£0.00

Charitable donations and volunteering



Asset owner



Showing 1 to 10 of 42 entries

Previous 1 2 3 4 5 Next

ACCOUNT SUMMARY

Projects in Delivery Phase only

Total Committed Social Value:

£0.00

Total Delivered Social Value:

£4,404,240.36

Delivered Social Value Add(%):

Enter Contract Values

Progress Against Targets(%):

n/a

EXPORT ACCOUNT DATA

Download your project summary data below in CSV format. The Detailed Report includes the responses from all suppliers.

Account Summary Report - All

Account Summary Reports by Project Type:

Bid Only

Measure Only

Manage Only

Click 'Export Details' button on report page to download.

PROJECT LOCATIONS



Toggle Full Screen



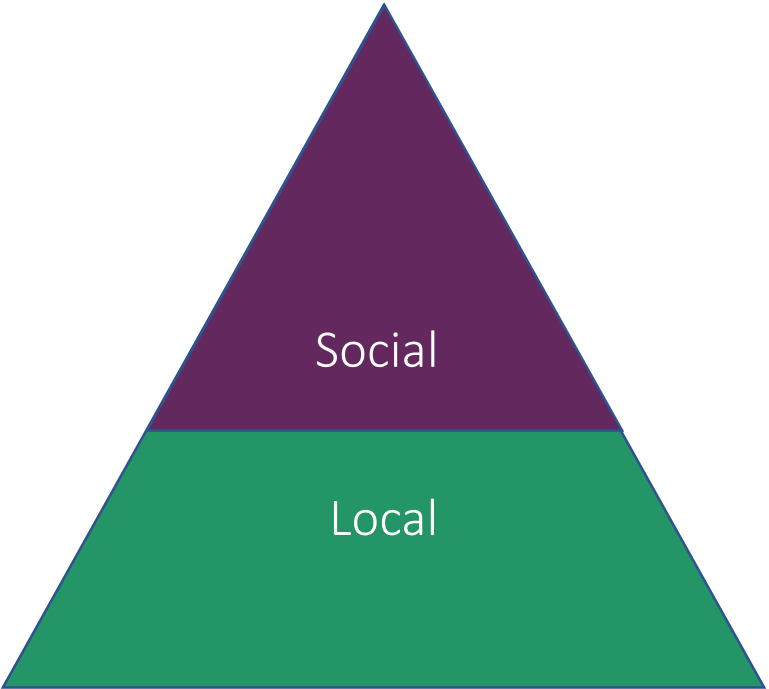
ACCOUNT HIERARCHY



Providing the evidence

Contractor

Estimated based on 173,638 hrs worked
=21,735 Days (8hr/day)
=4,341 week (5days/wk)
=93 people over 2 years (47 working weeks a year)



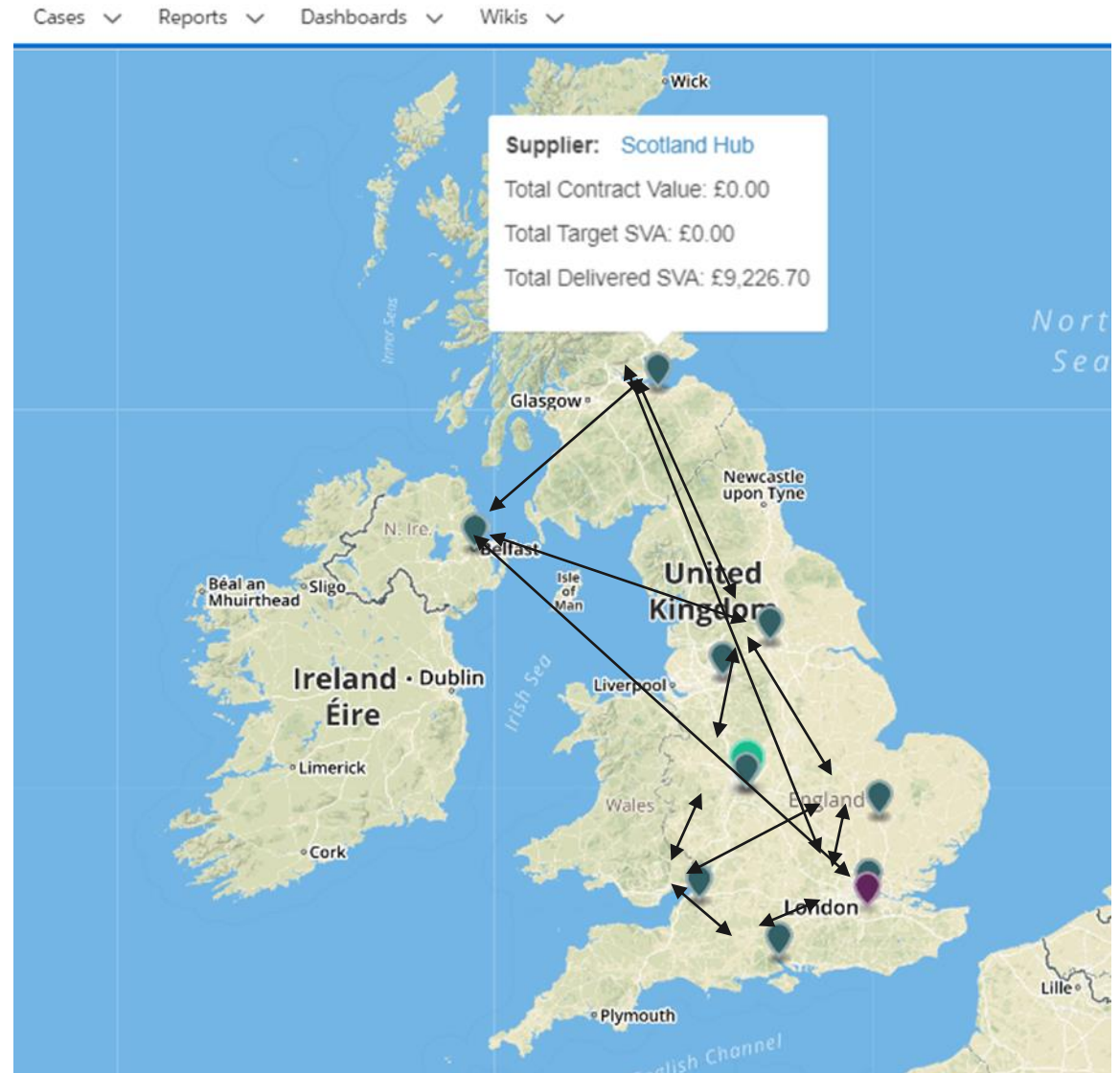
Employment, Skills & Local Economy: People are employed from local area

1.9 Number of months of classified advertisements taken out for local people for the purpose of this contract (e.g. at local job centres).	no.	£190.00	<input type="text" value="0.00"/>	<div>Attachments (0)</div> <div><div>Add/View</div>0.00</div>
1.10 Number of local people employed on the contract, as per the definition of local defined for this contract.	no. people	£28213.00	<input type="text" value="93.00"/>	<div>Attachments (0)</div> <div><div>Estimated based on 173,638 hrs worked =21,735 Days (8hr/day) =4,341 week (5days/wk)</div><div>Add/View</div>93.00</div>



Regional reporting

Professional Services firm





Nathan.Goode@socialvalueportal.com



NATIONAL TOMs FRAMEWORK 2020

for social value measurement



DESIGNING THE TOMs 2.0

Proactive **agent of change**

Unlocking social value

Empowering communities

Mobilising resources

Co-designed with stakeholders based on their measurement needs

Learning from 2 years of experience and feedback from users



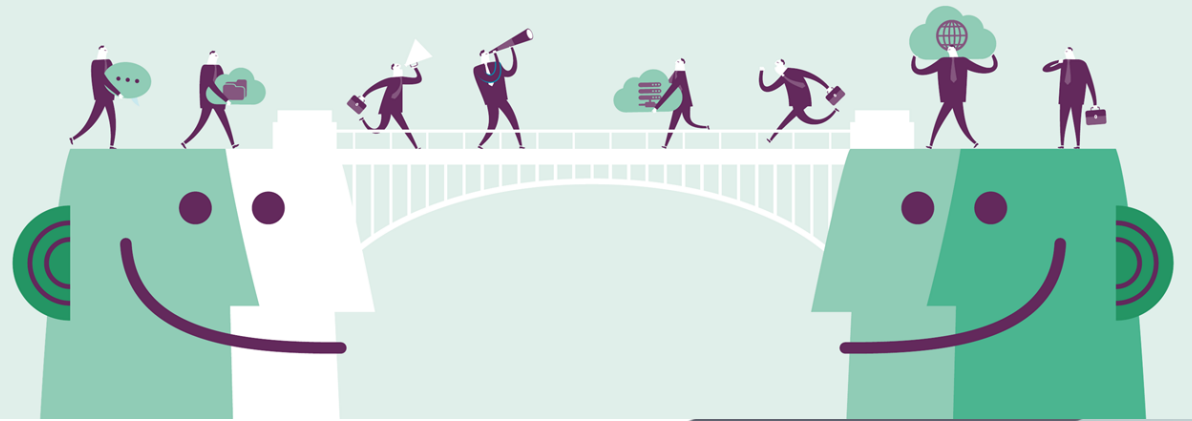
HOW SHOULD WE EXTEND THE FRAMEWORK?

Open for users and not users

- Areas of Measurement
- Functionalities

National TOMs Engagement Survey

Tell us more about what you need to unlock and measure social value.
Help us shape the research and innovation agenda for social value measurement.





BEGINNER - 42%
MATURE - 24%
LEADER - 10%
INNOVATOR - 9%

Embedding social value at...

- PROCUREMENT, MANAGEMENT AND MEASUREMENT - 75%
- MANAGEMENT AND MEASUREMENT ONLY - 19%
- PROCUREMENT ONLY - 10%

Sector

59% PUBLIC

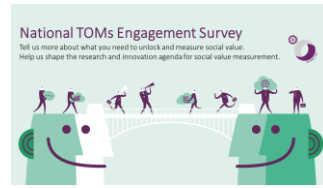
30% PRIVATE

11% VCSE/THIRD SECTOR



WHAT ISSUES DO YOU URGENTLY NEED A SOCIAL VALUE MEASUREMENT SOLUTION FOR?

TOP 10



Circular economy

Environmental conservation - biodiversity
preservation

SME spend

Sustainable Supply Chains

Quality of jobs, wellbeing and mental health at work

Spend in the most deprived areas

Personal wellbeing (life satisfaction, worthwhile,
happiness, anxiety)

Homelessness

Employing care leavers

Eradicating modern slavery

NATIONAL TOMs FRAMEWORK 2020

for social value measurement



5 THEMES
20 OUTCOMES
48 MEASURES
ONE MEASUREMENT
& REPORTING STANDARD

Addressing the needs of
communities across the UK

10 Measures added to the National TOMs Minimum reporting
standard

Additional lists of Measures both for the National TOMs (+38) and
Real Estate Plug In (+19)

More guidance around use at procurement

REAL ESTATE
PLUG IN

Planning · construction · occupation



Across the four sets
27 Outcomes
 are available that have been
 designed to start **addressing**
the priorities identified at
the stakeholder
engagement

NATIONAL TOMs
 Minimum reporting
 standard (48M)

NATIONAL TOMs
 Additional Measures
 (38M)

REAL ESTATE Plug In
 (55M)

REAL ESTATE Additional
Measures (19M)

More local people in employment
More opportunities for disadvantaged people
 Improved skills
Improved skills for disadvantaged people
Improved skills for a low carbon transition
 Improved employability of young people
More opportunities for local MSMEs and VCSEs
Improving staff wellbeing and mental health
Reducing inequalities
Ethical Procurement is promoted
 Cyber security risks are reduced
 Social Value embedded in the supply chain

Carbon emissions are reduced
 Air pollution is reduced
Safeguarding the natural environment
Resource efficiency and circular economy solutions are promoted
Sustainable Procurement is promoted
 Crime is reduced
 Creating a healthier community
 Vulnerable people are helped to live independently
 More working with the Community
 Our Occupiers are more satisfied
More buildings are certified
Social innovation promoted across the four Themes



National TOMs

Minimum Reporting Standard

THEMES	OUTCOMES
JOBS: PROMOTING LOCAL SKILLS & EMPLOYMENT	More local people in employment
	More opportunities for disadvantaged people
	Improved skills
	Improved employability of young people
GROWTH: SUPPORTING GROWTH OF RESPONSIBLE REGIONAL BUSINESS	More opportunities for local SMEs and VCSEs
	Improving staff wellbeing and mental health
	Reducing inequalities
	Ethical Procurement is promoted
SOCIAL: HEALTHIER, SAFER & MORE RESILIENT COMMUNITIES	Social Value embedded in the supply chain
	Creating a healthier community
	Vulnerable people are helped to live independently
	More working with the Community
ENVIRONMENT: DECARBONISING & SAFEGUARDING OUR WORLD	Carbon emissions are reduced
	Air pollution is reduced
	Safeguarding the natural environment
	Sustainable procurement is promoted
INNOVATION: PROMOTING SOCIAL INNOVATION	Promoting social innovation across Themes (4 outcomes)



Environmental Measures

National TOMs (core) and RE (core)

NT31		Savings in CO2 emissions on contract-achieved through de-carbonisation (specify how these are to be achieved).
NT44		Policy and programme to achieve net zero carbon by 2030 including monitoring plan with specific milestones (Issued or to be issued by the end of 2020)
RE39	RE39	Carbon savings from energy efficiency measures on site (e.g. increased use of renewable
RE40	RE40	Embodied Carbon reductions in CO2e emissions against baseline.
RE	RE61	Offset embodied carbon emissions from construction material
RE	RE62	Carbon offset fund payments against new developments (payments into external carbon
NT45		Carbon Certification (Carbon Trust Standard, Planet Mark or equivalent independently verified) - achieved or to achieve for current year
NT46		Corporate travel schemes available to employees on the contract (subsidised public transport, subsidised cycling sch
NT65	RE63	% Fleet or construction vehicles on the contract that is at Least Euro 6 or LEV
NT66	RE64	Fleet emissions monitoring programme on the contract, including data collection (miles, type of vehicle, engine type,
RE	RE65	Offsets or mitigation initiatives on biodiversity delivered whenever restoration is not available, and when implement quality benefits.
NT47		Donations or investments towards expert designed sustainable reforestation or afforestation initiatives
	RE48a	Volunteering with environmental conservation initiatives or engagement in multi-stakeholder and advocacy initiatives around environmental conservation and sustainable ecosystem management - resources invested including time, funds and in-kind contributions
RE	RE66	Waste management verification policies: audit hierarchy, downstream audits for waste stream
RE43	RE43	M3 water saved against relevant benchmark (e.g. REEB)
RE45	RE45	Tonnes waste diverted against relevant benchmark (e.g. REEB)
NT35	RE49	Percentage of procurement contracts that includes sustainable procurement commitments or other relevant requirements and certifications (e.g. to use local produce, reduce food waste, and keep resources in circulation longer.)
NT48		Supply Chain Carbon Certification (Carbon Trust Standard for Supply Chain or equivalent independently verified) - achieved or to achieve for current year
NT49		Requirements or support (for Micro or Small enterprises) for suppliers to demonstrate climate change and carbon reduction training for all staff - e.g. SDGs Academy courses (NTs) or (e.g. RE) Supply Chain Sustainability School bronze or higher or equivalent

Additional Set; circular economy, plastic recycling, etc

Proactive use through prioritisation and incentives to innovate



The new Calculator

- New guidance on how to set up the TOMs and use them at procurement, contract management and measurement

The National TOMs 2020: Themes, Outcomes and Measures
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You can use this page to select the measures that are going to be included in your set of TOMs for your contract, and are going into the procurement and measurement calculator. You can select measures from the four sets available from within the framework from the TOMs selection box, and from the stakeholder defined measures. You can refine your selection by going through each individual measure below. You must fill in the information in the Project Setup box, as this is necessary to define specific:

TOMs SELECTION

National TOMs - Core ☒

National TOMs - Additional ☒

Real Estate - Core ☒

Real Estate - Additional ☒

Stakeholder Measures* ☒

*Additional Measures based on local priorities may be entered in the Needs and Priorities tab.

Number of measures included: 130

Update Selection

Hide Unselected Show All

Choose your measures by selecting sets of TOMs from the TOMs Selection Menu, or by ticking individual measures from the list below.

The Update Selection button is the main button to display the selected measures throughout this spreadsheet. Press the button after changing your selection to update the measures.

Use the 'Hide Unselected' and 'Show All' buttons to filter the Measures displayed on this page, after you have updated your selection.

The Custom Unit column is available to select an alternative set of units for reporting. In order for these units to be applied, you must specify the appropriate conversion factor for the group.

Custom units can be created by both the procuring organisation and the organisation submitting the bid or measuring delivered social value. Any custom unit created must be signed off by the procuring organisation and the organisation the contract has been awarded to.

For example, to convert weeks to years, a conversion factor of 52 would be used. N.b. this will affect all calculations, so please ensure that the conversion factors are correct.

Please note the conversion factor can only multiply the standard unit by a factor smaller or larger than one, but it cannot change the basis of measurement altogether.

PROJECT SETUP

TOMs Owner: Project Owner Name
 Example Project
 Respondent/Bidder: Example Bidder
 Example Bidder
 Definition of Local: Industry (ISC)
 List NT10: sub-areas for local jobs
 List NT10a: selected sub-groups for vocational qualifications
 List NT10b: selected sub-groups for vocational qualifications
 List NT10c: selected sub-groups for vocational qualifications
 List NT10d: selected sub-groups for vocational qualifications
 List NT10e: selected sub-groups for vocational qualifications
 List NT10f: selected sub-groups for vocational qualifications
 List NT10g: selected sub-groups for vocational qualifications
 List NT10h: selected sub-groups for vocational qualifications
 List NT10i: selected sub-groups for vocational qualifications
 List NT10j: selected sub-groups for vocational qualifications
 List NT10k: selected sub-groups for vocational qualifications
 List NT10l: selected sub-groups for vocational qualifications
 List NT10m: selected sub-groups for vocational qualifications
 List NT10n: selected sub-groups for vocational qualifications
 List NT10o: selected sub-groups for vocational qualifications
 List NT10p: selected sub-groups for vocational qualifications
 List NT10q: selected sub-groups for vocational qualifications
 List NT10r: selected sub-groups for vocational qualifications
 List NT10s: selected sub-groups for vocational qualifications
 List NT10t: selected sub-groups for vocational qualifications
 List NT10u: selected sub-groups for vocational qualifications
 List NT10v: selected sub-groups for vocational qualifications
 List NT10w: selected sub-groups for vocational qualifications
 List NT10x: selected sub-groups for vocational qualifications
 List NT10y: selected sub-groups for vocational qualifications
 List NT10z: selected sub-groups for vocational qualifications

Theme	Outcomes	NT Ref	RE Plugin	Measures - Click for Guidance	Include?	Standard Proxy	Standard Units	Custom Units	Conversion Factor	Value per Custom Unit	
Jobs: Promote Local Skills and Employment	More local people in employment	NT1	RE1	No. of local direct employees (FTE) hired or retained (for re-tendered contracts) on contract for one year or the whole duration of the contract, whichever is shorter	✓	£19,023.48	no people FTE	years	52	n/a	
		NT1a		No. of local direct employees (FTE) which are TUPE transfers retained on contract for one year or the whole duration of the contract, whichever is shorter (re-tendered contracts only - to be used as Measures only)	✓	£19,023.48	no people FTE			n/a	
		NT1b	RE1b	No. of local direct employees (FTE) which are TUPE transfers retained on contract for one year or the whole duration of the contract, whichever is shorter (re-tendered contracts only - to be used as Measures only)	✓	£19,023.48	no people FTE			n/a	
		NT1c		No. of local direct employees (FTE) which are TUPE transfers retained on contract for one year or the whole duration of the contract, whichever is shorter (re-tendered contracts only - to be used as Measures only)	✓	£19,023.48	no people FTE			n/a	
		NT1d	RE1d	No. of local direct employees (FTE) which are TUPE transfers retained on contract for one year or the whole duration of the contract, whichever is shorter (re-tendered contracts only - to be used as Measures only)	✓	£19,023.48	no people FTE			n/a	
	More opportunities for disadvantaged	NT2	RE2	% of local employees (FTE) on contract	✓	Record only	%				-
		NT3	RE3	Employer's fair held to encourage local employment in the area (no. of employees hired or retained on contract for one year or the whole duration of the contract, whichever is shorter)	✓	£1.00	£				
		NT3a	RE3a	No. of armed forces veterans employees (FTE) hired on the contract as a result of a recruitment programme who are long term unemployed (unemployed for a year or longer) and are facing specific barriers to transitioning to civilian employment that do not	✓	£19,023.48	no people FTE				
		NT3b		No. of armed forces veterans employees (FTE) hired on the contract as a result of a recruitment programme who are long term unemployed (unemployed for a year or longer) and are facing specific barriers to transitioning to civilian employment that do not	✓	£19,023.48	no people FTE				
		NT3c		No. of armed forces veterans employees (FTE) hired on the contract as a result of a recruitment programme who are long term unemployed (unemployed for a year or longer) and are facing specific barriers to transitioning to civilian employment that do not	✓	£19,023.48	no people FTE				

Using the National TOMs Social Value Calculator

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[Introduction to the National TOMs Social Value Calculator](#)

[Setting up the Calculator for procurement – step by step](#)

[Setting up the Calculator for measurement and contract management – step by step](#)

Setting up and using the Calculator for procurement – step by step

The **procuring organisation** (PO) needs to customise the TOMs for the contract before they are included in the tender documentation. To do so they can use the 'Set up' tab and the 'Prioritisation column' in the Procurement Calculator tab, where they can

1. Customise the set of selected Measures from the National TOMs included on the contract (e.g. add additional Measures found in the National TOMs Additional Measures, or Real Estate Plug In and Additional Measures)
2. Add additional Outcomes and Measures to the list that the PO wants bidders to make commitments against - e.g. interventions identified through stakeholder engagement (see Needs and Priorities survey) ³
3. Select a definition for the local area (e.g. the local authority, or a 10-20-30 miles radius area around a construction site) ⁴

- More detailed guidance at procurement for each Measure: Target Guidance / Unit Guidance

New Functionalities



TAKING THE AGENDA FORWARD

Clear brief around environmental issues and good work

National TOMs 2020 as a first step

NSVT - Climate emergency working group and Good work group



National TOMs
Framework



THE GLOBAL GOALS
For Sustainable Development

National TOMs and the SGDs

Dr. Emily Clough
Lecturer in Politics
Newcastle University



The local approach to the Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS



What are the Sustainable Development Goals?

- Developed by the UN as a follow-on from the Millenium Development Goals
- 17 Goals, 169 targets, to be achieved by 2030
- Basic principles:
 - Universality
 - No one left behind
 - Coherence between the goals
- Monitored through Voluntary National Review (VNR)

Cities and local government are key to the SDGs

- Inclusion of Goal 11: Sustainable Cities and Communities
- Organisations such as United Cities and Local Governments (UCLG) and Local Governments for Sustainability (ICLEI)
- Explicit call for representation of local governments at SDG-related forums

11 SUSTAINABLE CITIES AND COMMUNITIES



Why engage with the SDGs?



Opportunity for engagement on a global scale



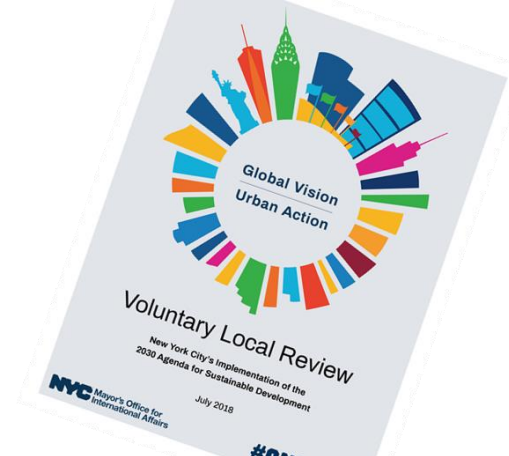
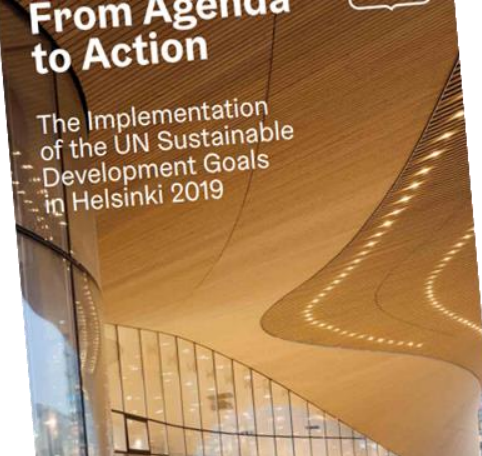
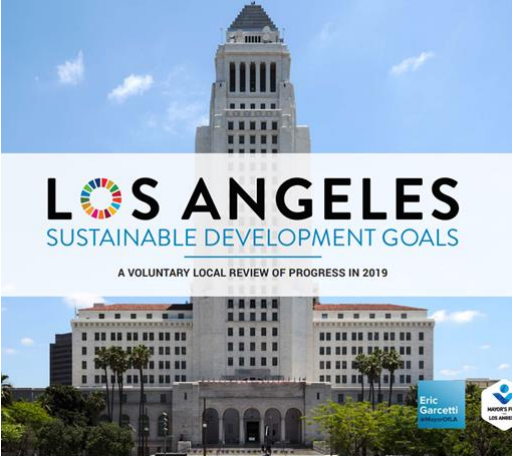
Showcase unique policies/programmes/actions on behalf of your local area



Highlight need for better resource



Argue for greater power/responsibility



How are cities responding to the UN SDGs– Global and UK?



Two different approaches:

Bristol:

Voluntary Local Review (VLR)

-details of progress against each SDG, including extensive indicators and case studies

London:

50-60 indicators

Overall picture of progress, specific themes developed in more depth



Ways to
approach the
narrowing down
of the
target/indicator
set

Policy coherence

Data availability

Stakeholder engagement

Highlight areas of strength

Assess/engage with challenges

SDG target	London (proposed)
2.1: End hunger and ensure access to food for everyone	Food security (disaggregated by adults/children)
2.2: End all forms of malnutrition	Under and overweight children, adult obesity
2.3 Double agricultural productivity and incomes of small scale producers	Not included—not a large enough sample in London
2.4 Ensure sustainable food production systems and implement resilient agricultural practices	Not included—worth thinking about London's place in the food chain
2.5 Maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals	Not included

Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture



Sources of data

- University of Bristol Voluntary Local Review (VLR) handbook
- ONS SDG Hub (Github)



PANEL DISCUSSION:

MEASURING SOCIAL VALUE WITH THE NATIONAL TOMS FRAMEWORK

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