

Appendix B – Social Value Measurement Charter

(This extract is taken from the original Excel spreadsheet version and placed into PowerPoint format for ease of visibility in Cabinet)

Social Value Measurement Charter – Jobs Outcomes

Outcome	Measures
More opportunities for disadvantaged people	1 Number of full time equivalent employees (FTE) hired on the contract who are long term unemployed (unemployed for a year or longer)
More opportunities for disadvantaged people	2 Number of full time equivalent employees (FTE) hired on the contract who are NOT in Employment, Education, or Training (NEETs)
More opportunities for disadvantaged people	3 Number of full time equivalent employees (FTE) aged 18+ years hired on the contract who are rehabilitating or ex offenders
More opportunities for disadvantaged people	4 Number of full time equivalent disabled employees (FTE) hired on the contract
Improved skills	5 Number of staff hours spent on school and college visits supporting pupils e.g. delivering career talks, curriculum support, literacy support, safety talks (including preparation time)
Improved skills	6 Number of weeks of training opportunities (BTEC, City & Guilds, NVQ, HNC - Level 2,3, or 4+) on the contract that have either been completed during the year, or that will be supported by the organisation until completion in the following years
Improved skills	7 Number of weeks of apprenticeships or T-Levels (Level 2,3, or 4) provided on the contract (completed or supported by the organisation)
Improved skills for disadvantaged people	8 Number of hours of 'support into work' assistance provided to unemployed people through career mentoring, including mock interviews, CV advice and careers guidance
Improved employability of young people	9 Number of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid)
Improved employability of young people	10 Meaningful work placements that pay Minimum or National/London Living wage according to eligibility - 6 weeks or more (internships)

Social Value Measurement Charter – Growth Outcomes

Outcome	Measures
More opportunities for local MSMEs and VCSEs	11 Provision of expert business advice to Merton-based VCSEs and MSMEs (e.g. financial advice / legal advice / HR advice / HSE)
More opportunities for local MSMEs and VCSEs	12 Number of voluntary hours donated to support Merton-based VCSEs (excludes expert business advice)
Improving staff wellbeing and mental health	13 Equality, diversity and inclusion training provided both for staff and supply chain staff
Reducing inequalities	14 Number and type of initiatives to be put in place to reduce the gender pay gap for staff employed in relation to the contract (describe and document initiatives)
Ethical procurement is promoted	15 Initiatives taken throughout the local and global supply chain to strengthen the identification, monitoring and reduction of risks of modern slavery and unethical work practices occurring in relation to the contract (i.e. supply chain mapping, staff training, contract management)

Social Value Measurement Charter – Social Outcomes

Outcome	Measures	
Creating a healthier community	16	Initiatives taken or supported to engage people in health interventions (e.g. stop smoking, obesity, alcoholism, drugs, etc.) or wellbeing initiatives in the community, including physical activities for adults and children
Vulnerable people are helped to live independently	17	Initiatives to be taken to support older, disabled and vulnerable people to build stronger community networks (e.g. befriending schemes, digital inclusion clubs)
More working with the community	18	Donations and/or in-kind contributions to specific local community projects (£ and materials)
More working with the community	19	Number of hours volunteering time provided to support local community projects

Social Value Measurement Charter – Environmental Outcomes

Outcome	Measures
Carbon emissions are reduced	20 Savings in CO2e emissions on contract achieved through de-carbonisation (i.e. a reduction of the carbon intensity of processes and operations, specify how these are to be achieved) against a specific benchmark
Carbon emissions are reduced	21 Carbon emissions reductions through reduced energy use and energy efficiency measures - on site
Air pollution is reduced	22 Car miles saved on the project as a result of a green transport programme or equivalent (e.g. cycle to work programmes, public transport or car pooling programmes, etc.)
Safeguarding the natural environment	23 Volunteering time for environmental conservation & sustainable ecosystem management activities
Safeguarding the natural environment	24 Resources (on the contract) dedicated to creating green spaces, improving biodiversity or helping ecosystems
Safeguarding the natural environment	25 Total volume of reduced plastics against a relevant benchmark
Resource efficiency and circular economy solutions are promoted	26 Hard to recycle waste diverted from landfill or incineration through specific recycling partnerships (e.g. Terracycle or equivalent)
Resource efficiency and circular economy solutions are promoted	27 Reduce waste through reuse of products and materials

Social Value Measurement Charter – Innovation

The SVMC has an ‘Innovation’ tab which allows bidders to submit their own ideas which don’t fit into the suggested measures.

Social innovation to create local skills and employment	28	Innovative measures to promote local skills and employment to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprint from initiatives, etc.
Social innovation to support responsible business	29	Innovative measures to promote and support responsible business to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprints from initiatives etc.
Social innovation to enable healthier, safer and more resilient communities	30	Innovative measures to enable healthier, safer and more resilient communities to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprint from initiatives, etc.
Social innovation to safeguard the environment and respond to the climate emergency	31	Innovative measures to safeguard the environment and respond to the climate emergency to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprint from initiatives, etc.